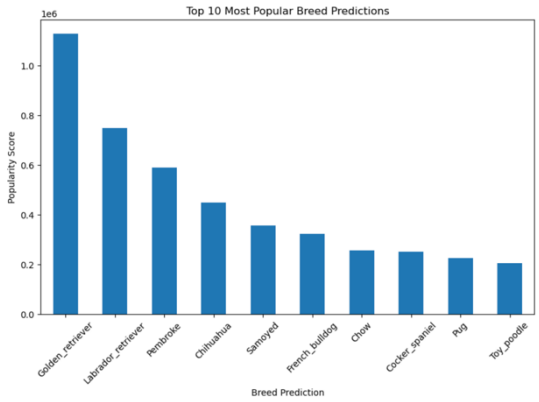
Act Report¶

I. Most Popular Breed of Dogs

This analysis focuses on determining the most popular breed of dogs by examining the column 'breed_prediction'.

We can do this by first creating an additional column called 'popularity_score' which is create using the combination of retweet_count & favorite count using the formula:

```
filtered_data['popularity_score'] = (0.6 * filtered_data['retweet_count'])
+ (0.4 * filtered_data['favorite_count'])
```



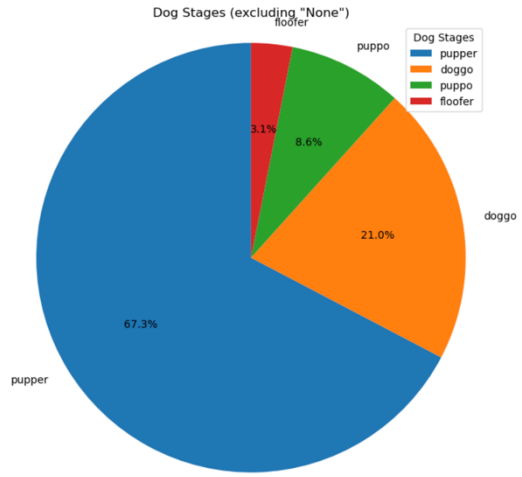
We see here that retweet data is weighed slightly higher than favorite's since retweets create more exposure for a tweet.

Using this method, we see that the most popular breed of dogs is Golden Retrievers are the most popular breed of dogs

II. Ratio of Dog Stages (Excluding "None" Field):

To understand the distribution of different dog stages, we exclude the "None" category and calculate the ratio of each dog stage.

The ratios of dog stages excluding the "None" category are as follows:



Pupper: 67.3%

Doggo: 21.0%

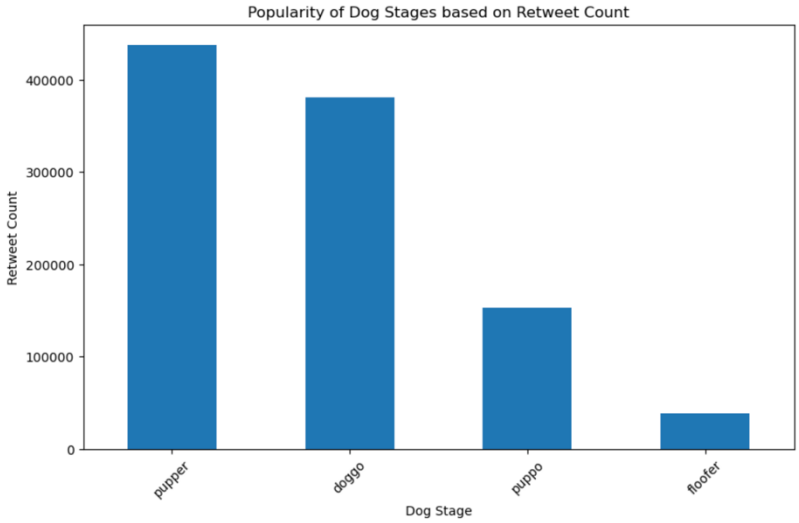
Puppo: 8.6%

Floofer: 3.1%

III. Popularity of Dog Stages based on Retweet Count:

The popularity of different dog stages can be analyzed by considering the retweet count. By grouping the data by dog stage and summing the retweet counts, we can determine which stage receives the highest retweet count, indicating its popularity.

The popularity of dog stages based on retweet count is as follows:



Pupper: 437,735

Doggo: 381,223

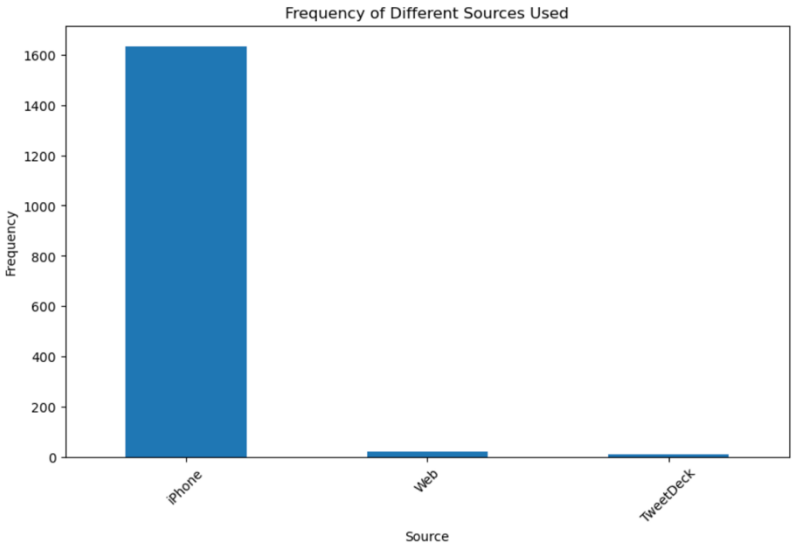
Puppo: 153,087

Floofer: 38,214

IV. Frequency of Different Sources Used:

To understand the usage of different sources in tweeting about dogs, we analyze the frequency of each source. By counting the occurrences of each source, we can determine the most commonly used sources in the dataset.

The frequency of different sources used is as follows:



iPhone: 1,635 Tweets

Web: 22 Tweets

TweetDeck: 9 Tweets