# Act Report

Introduction

In this report, we present the results of our data analysis and visualization of the We Rate Dogs Twitter account. The data for this analysis was obtained from a master dataset, which was created by merging three different datasets. We generated six insights and visualized them below, with a focus on metrics that could potentially support the growth of the business.

Analytical Questions

1. How are the distribution of ratings?

2. What are the most popular dog breeds?

3. what are the most popular dog names?
4. what are the most popular dog stages?
5. Is there a Correlation between retweet count and favorite count?
6. A word cloud of dog breeds

Analysis, Visualization and Insights

1. How are the distribution of ratings?
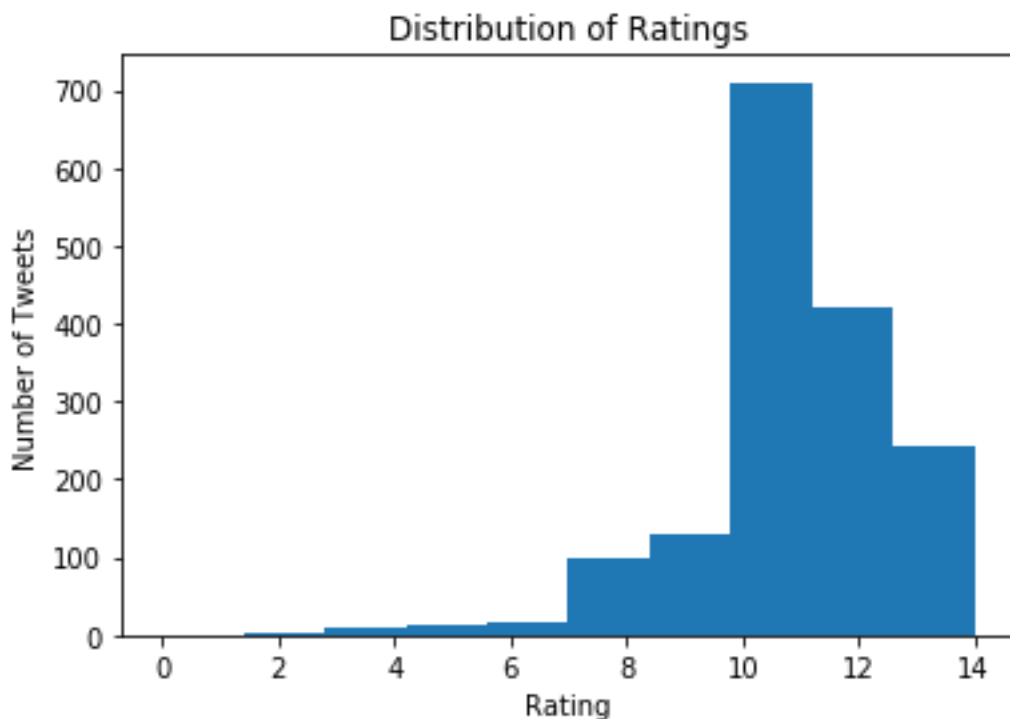
Upon examining the data, it becomes evident that the majority of users on the platform chose to rate their dogs with a score of 10, with 11 and 12 coming in as the second and third most popular choices, respectively. This is clearly depicted in the chart, which shows the distribution of ratings given to dogs on the platform.

2. What are the most popular dogs breeds?

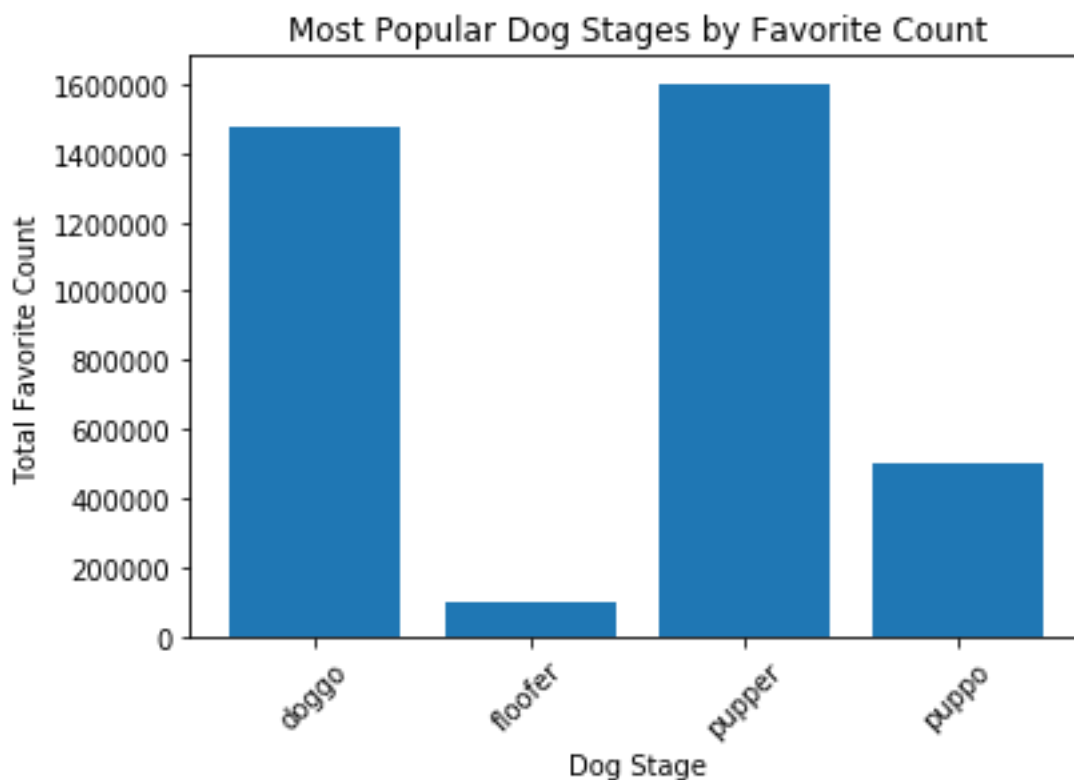Most Popular Dog Breeds by Favorite Count
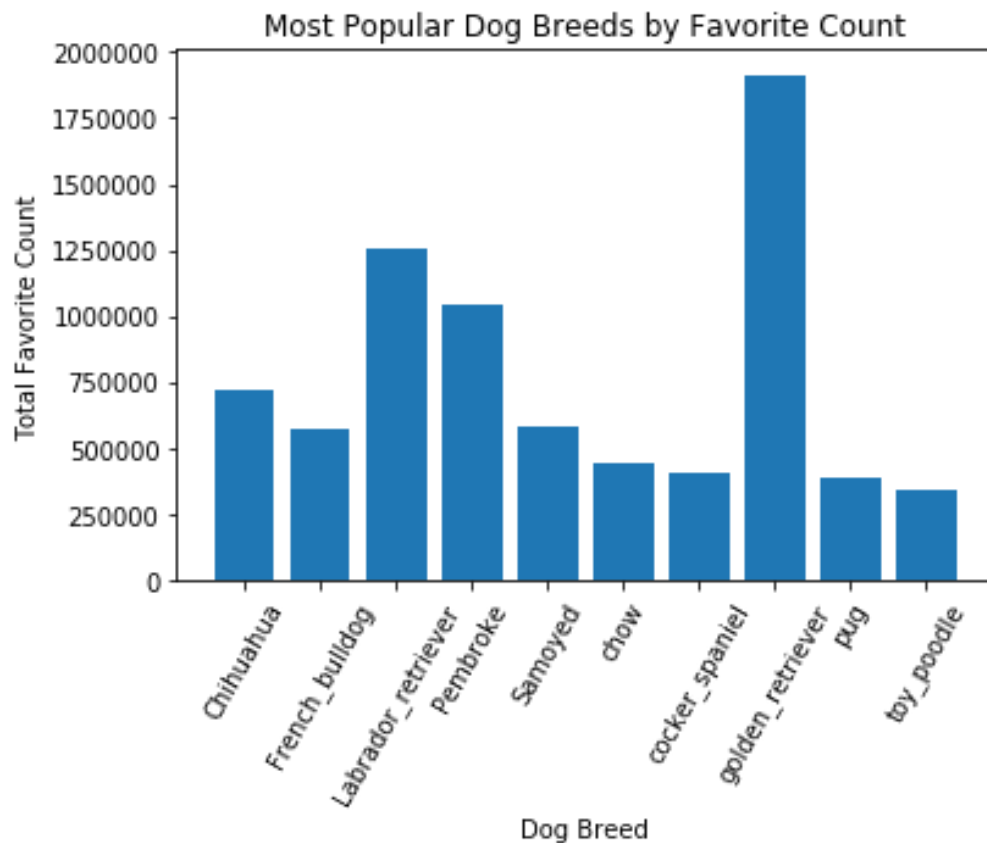
After thoroughly analyzing the data, it has become clear that the Golden Retriever is the most popular breed of dog on the platform with 1,914,145 favorite counts. This is followed closely by the Labrador Retriever, which holds the second-highest popularity among users with 1,253,364. These findings are supported by the data and demonstrate the enduring popularity of these two breeds on the platform.

3. what are the most popular dog names?

Most Popular Dog Names by Favorite Count
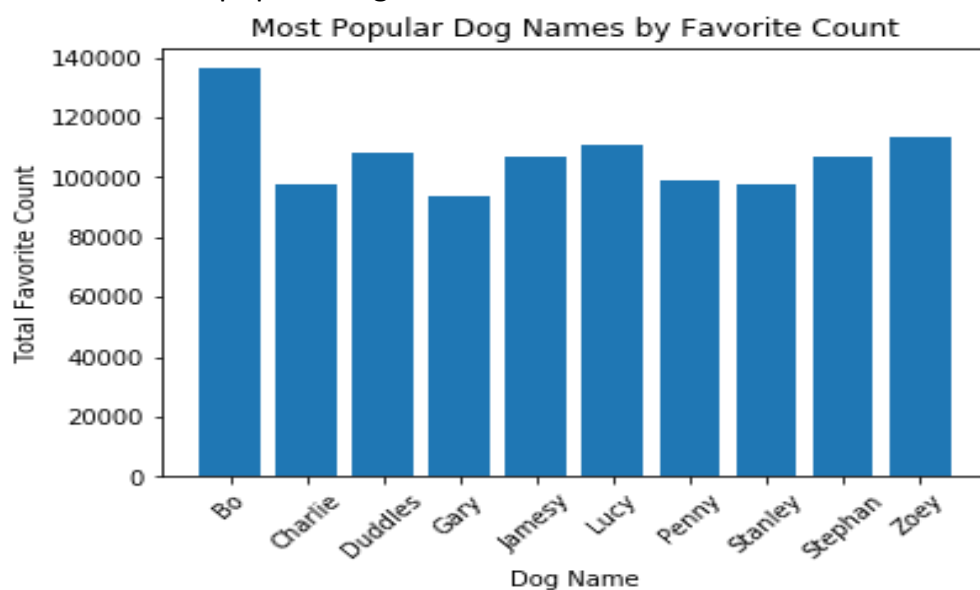
After thoroughly analyzing the data, it has become clear that the name "Bo" is the most popular choice among users for their canine companions on the platform. This is followed closely by the name "Charlie", which holds the second-highest popularity among users. These findings demonstrate the trends in dog naming choices among users on the platform and provide insight into the preferences of users when it comes to naming their pets.

4. what are the most popular dog stages?

After thoroughly analyzing the data, it has become clear that the dog stage "pupper" is the most popular on the platform, as evidenced by its high favorite count of 1,602,179. This is followed closely by the term "dogger", which has a favorite count of 1,479,079. These findings provide insight into the preferences of users on the platform and demonstrate the popularity of these particular dog stages among users.

5. Is there a Correlation between retweet count and favourite count?

Retweet Count vs. Favorite Count
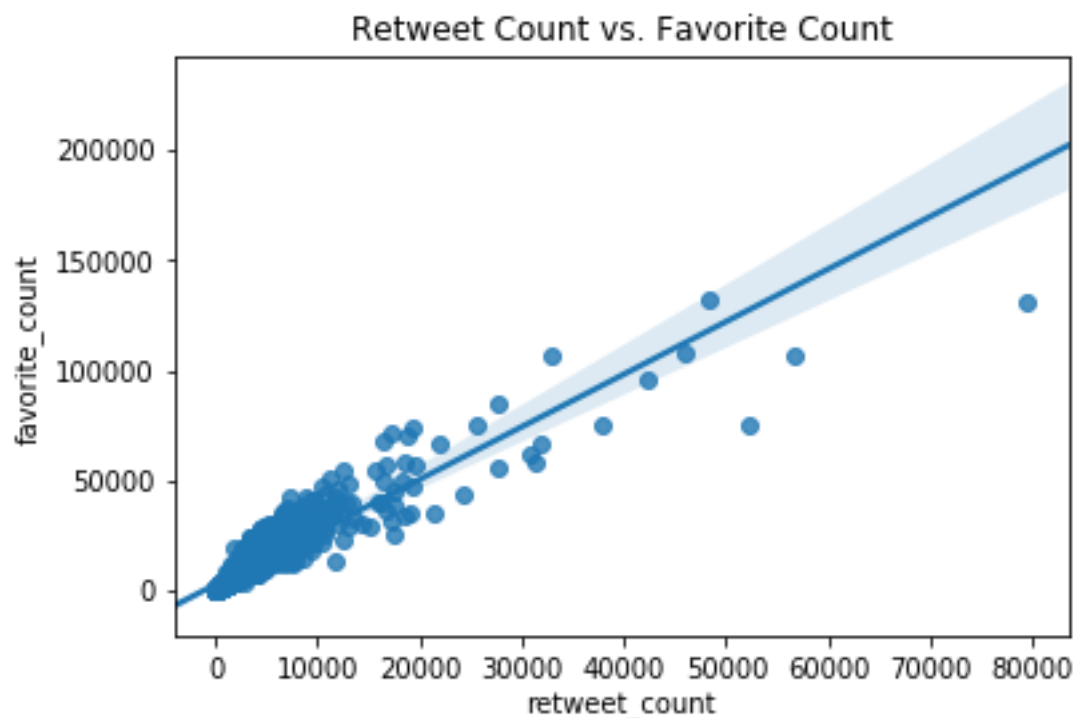
After conducting a thorough analysis of the data, it has become apparent that there is a positive correlation between favorite count and retweet count. This means that as the favorite count of a particular tweet increases, the retweet count tends to increase as well, and vice versa. While it is important to note that this correlation does not necessarily imply a causal relationship between the two variables, it does suggest that efforts to increase one variable may potentially lead to an increase in the other. In order to gain a more comprehensive understanding of the relationship between favorite count and retweet count, it may be necessary to conduct further investigation.

6. A word cloud of dog breeds

Conclusion

Based on the insights generated from the data analysis and visualization of the We Rate Dogs Twitter account, we can draw the following conclusions:

- Most users on the platform tend to give their dogs ratings of 10, 11, or 12.
- The Golden Retriever and Labrador Retriever are the most popular breeds of dog on the platform.
- The names "Bo" and "Charlie" are the most popular choices among users for their dogs.
- The dog stages "pupper" and "dogger" are the most popular on the platform.
- There is a positive correlation between favorite count and retweet count, although it is unclear if this indicates a causal relationship.
- A word cloud of dog breeds suggests that certain breeds, such as the Golden Retriever and Labrador Retriever, are more popular on the platform.

Overall, these findings provide valuable insight into the preferences and behaviors of users on the platform and can potentially inform strategies for growth and development.