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Udacity Data Analyst Nanodegree

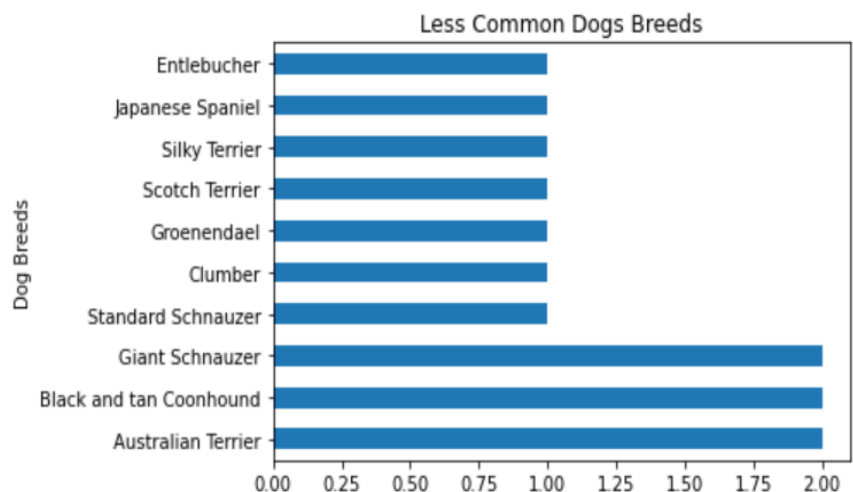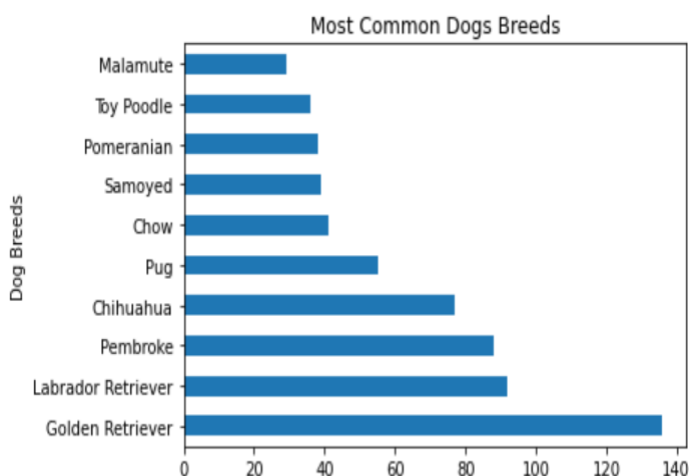**Project 4: Wrangling and Analyzing Data**

Act Report

The goal of this report is to present the findings of the analysis of the WeRateDogs twitter page. The main aspects I focused on are the dog breeds and stages posted on the page, their ratings given by the page, and the retweets and favorites counts.

Note: I will present just three insights in this report

1-The most common dogs breeds

What are the most uploaded and rated dog breeds? What are the least popular in terms of frequency?

To answer this question, I counted the dogs by their breeds using pandas value_counts(). I used a horizontal bar to visualize the data.

Conclusion:

The most common three dog breeds in term of frequency is the golden retriever, Labrador Retriever, and Pembroke and the less common three (of 7 breeds with one tweet) are Japanese Spaniel, Silky Terrier, and Entlebucher.

These results are expected as they are similar to the latest report by the American Kennel Club. According to AKC, the most popular dogs are the retrievers (Labrador and Golden) while Pembroke was the 11 on the list.
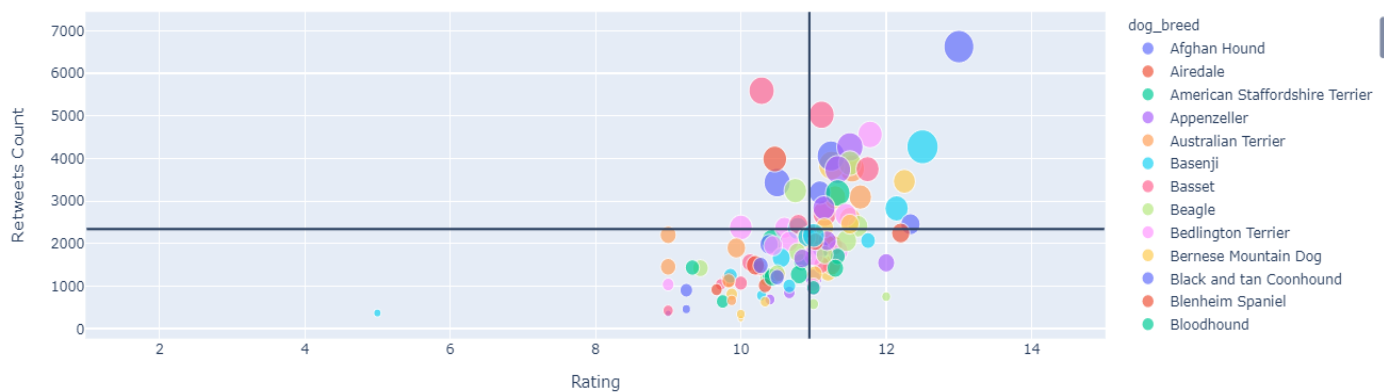
2-The ratings and popularity among page users of each dog breed

What are the most popular dogs breeds in terms of retweets and favorites counts? What are the highest rated by the page? The most popular?

To find answers, I grouped the data by dog breed and I calculated the average ratings, retweets and likes counts.

I used a scatter plot to visualize the popularity measured by retweets counts versus the ratings given by the page, with the size of dots is the favorites counts. I drew two lines for ratings average and retweets counts average.

The Ditribution of the Dog Breeds Based on the Ratings Given by the Page and the Retweets and Favorites Received by the Users

Conclusion:

The most rated and popular dog breed is the Afghan Hound. Other above average dog breeds are the Saluki which has the highest favorites of all breeds.

The Japanese Spaniel is the worst rated and least
popular dog. The Barbancon Griffon is lowest liked dog breed and also under average on both metrics.

The most underrated breed is the standard Poodle
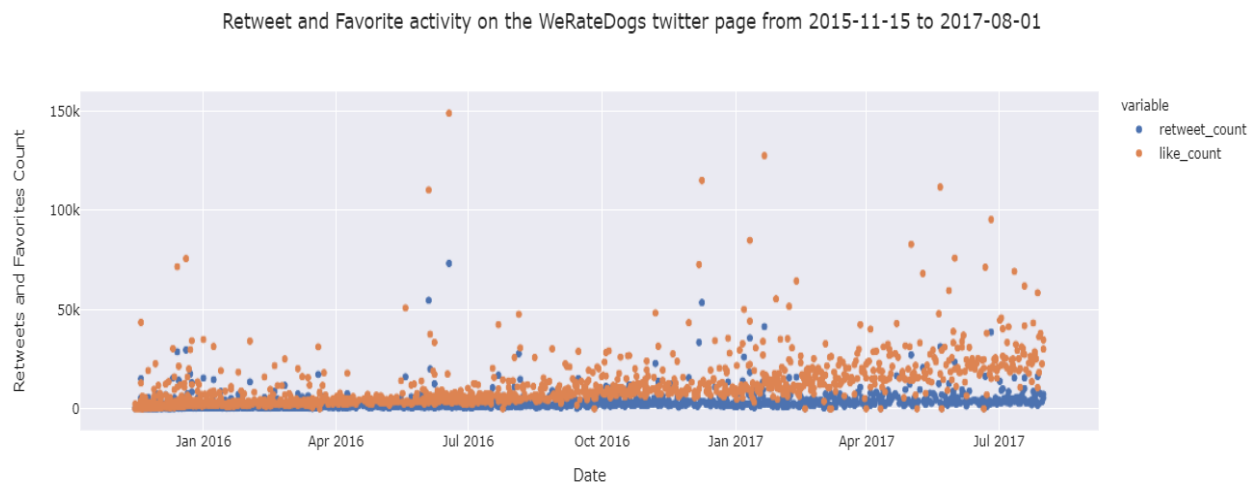which has the second most retweets in average but has a rating of 10 (less than average).

The most overrated is the Standard Schnauzer breed.

These results could be an indication for what make followers interact more with the page as the dogs breeds in the top part of graph were retweeted more than the average of the retweets counts.

3-The retweets and favorites activities on the page

Is the engagement rate, in terms of retweets and favorites, increasing over the time?

To find out, I plotted the retweets and likes counts over a period of two years from 2015 to 2017.

Retweet and Favorite activity on the WeRateDogs twitter page from 2015-11-15 to 2017-08-01

Conclusion: The activities of retweets and favorites are increasing over the time, with a significant rise of the favorites engagement.