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Report

On

Insights and Visualization for WeRateDogs® Twitter Project.

By:

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22-07-2022

Introduction:

This report communicates the insights gained from the gathered, assessed and cleaned data from WeRateDogs® Twitter account. This was expatiated in Wrangle_report.

Storing Data:

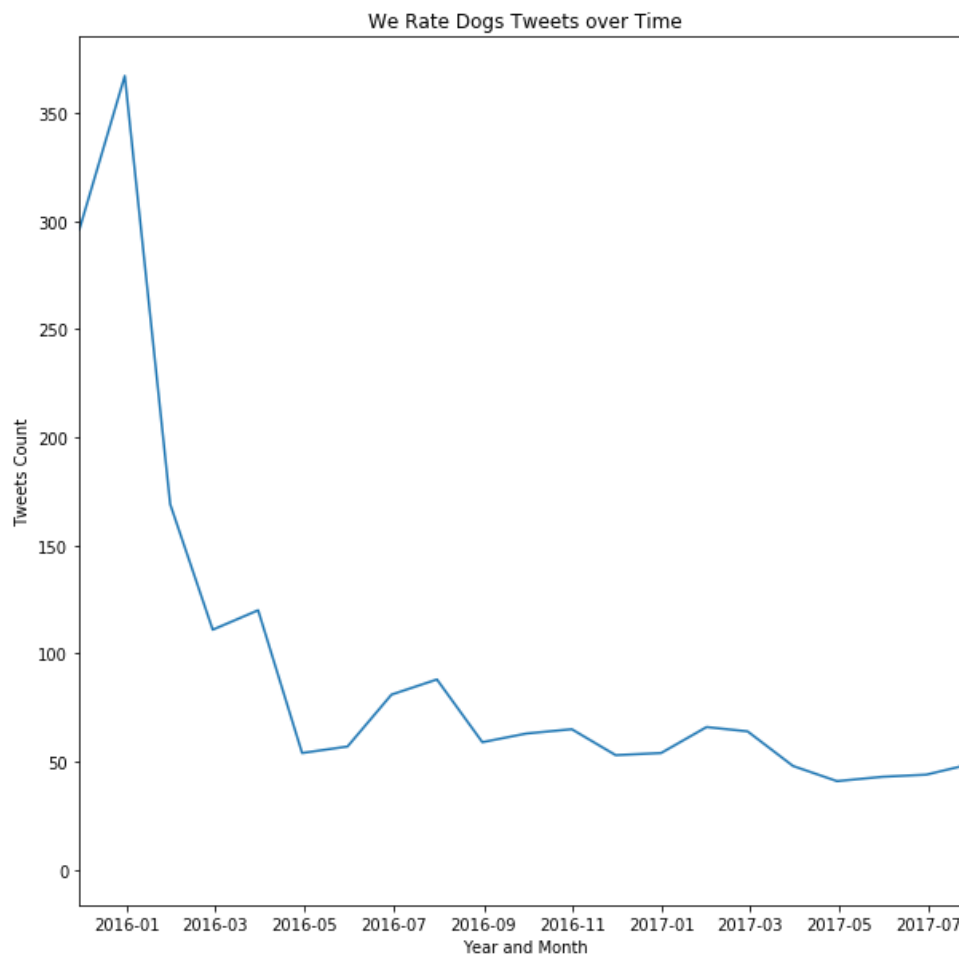
The cleaned data was stored into a csv file: 'twitter_archive_master.csv', which could be used for further analysis and visualization

Analysis and Visualization:

I did some analysis for the purpose of the project, which are:

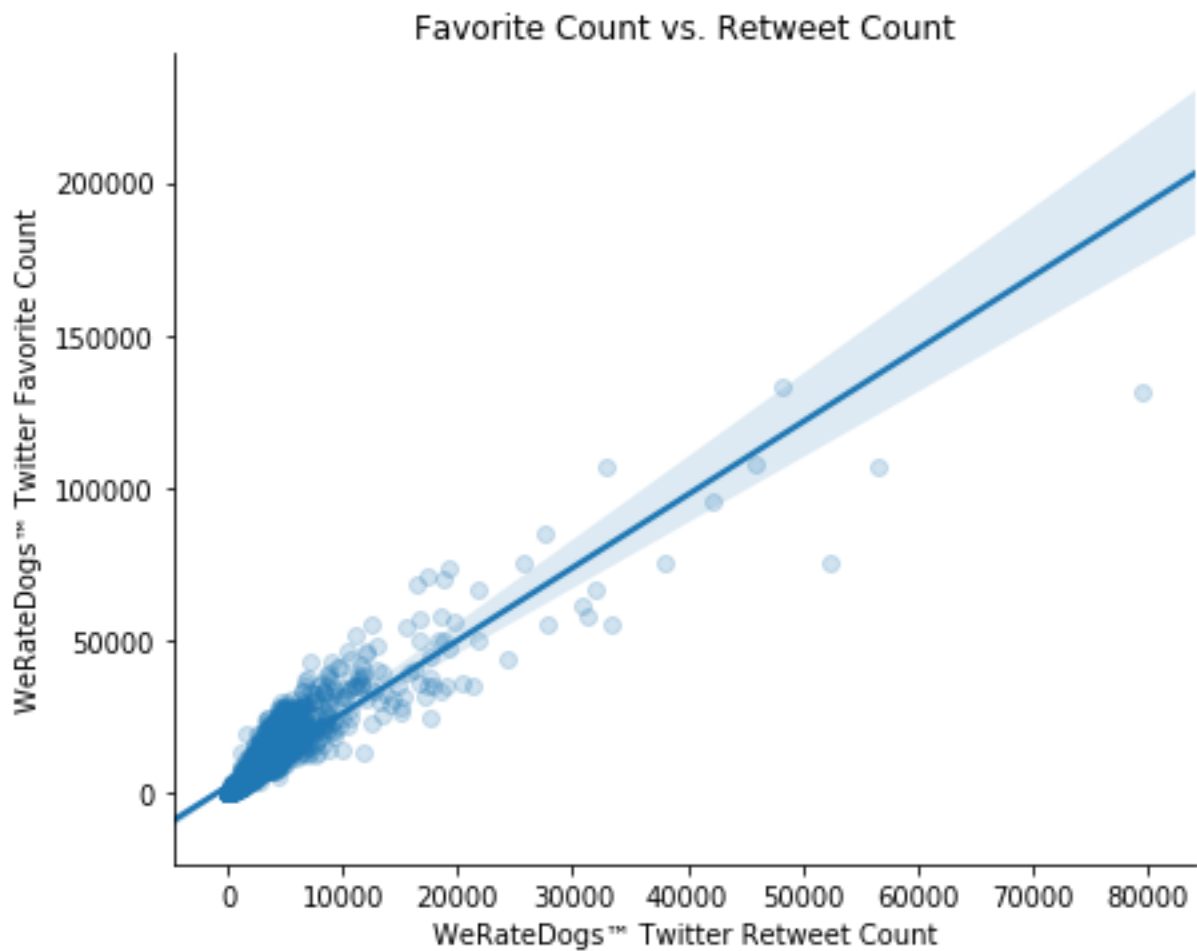
• Tweets Over Time:

Over the time period of the tweets collected for this dataset, tweets decreased sharply starting in early 2016 (i.e. is 2016-01), having its highest tweet counts in January 2016. The tweets continued to decline over the time, with varying spikes during the mid-year of 2016.



- **Retweets vs favorite count:**

Another analysis explored was the relationship between the retweet count favorite counts. There is a positive correlation between the retweets and favorite (“like”) counts. This correlation is a useful insight to note the type of posts are favorited and provide high engagements on the WeRateDogs twitter account; especially when determining methods of increasing users’ traffic to the page.

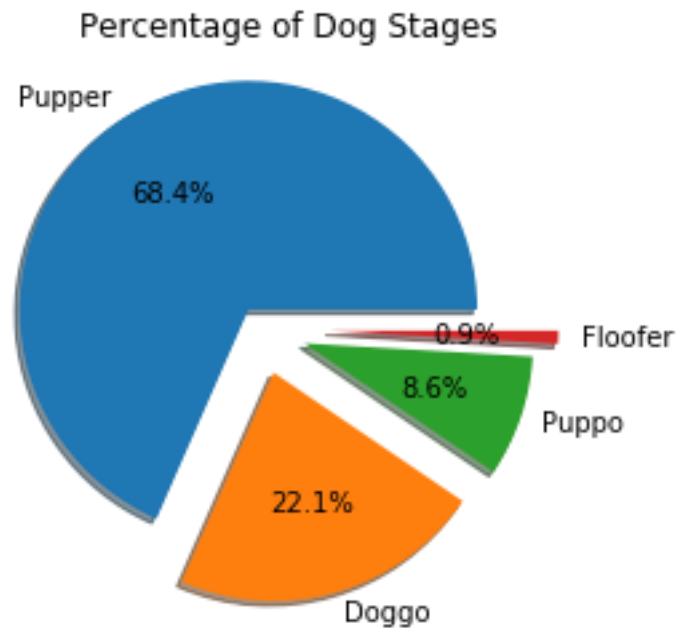


- **Percentage of different dog stages:**

A pie chart was used to visualize the most common stages of dogs posted on the twitter account. The data was able to provide insights into the main dg stages possessed by users according to the data provided for that period.

*Dogs in **Pupper** stage was found to have the highest percentage at 68.4%

***Floofer** had the lowest percentage at 0.9%.



Conclusion

This report offers a few insights from the visualizations above. However, the dataset could be further explored to provide more useful insights.