

ACT REPORT: DATA INSIGHTS AND VISUALIZATION

by:

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INTRODUCTION

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog and a unique rating system where dogs can be rated higher than 10 which is the rating denominator. An example as seen in the picture below:



The project required data to be gathered via different means and then cleaned to a reasonable state for insightful analysis to be done.

The hard part of the project which is the gathering, accessing and cleaning of the data related to this project has been done. Now we head into the interesting and fun to look at aspect of the project – **The Analysis**.

No worries, you will be saved the stress of having to go through the codes and everything used to achieve this... just the results and visuals.

INSIGHTS AND VISUALS

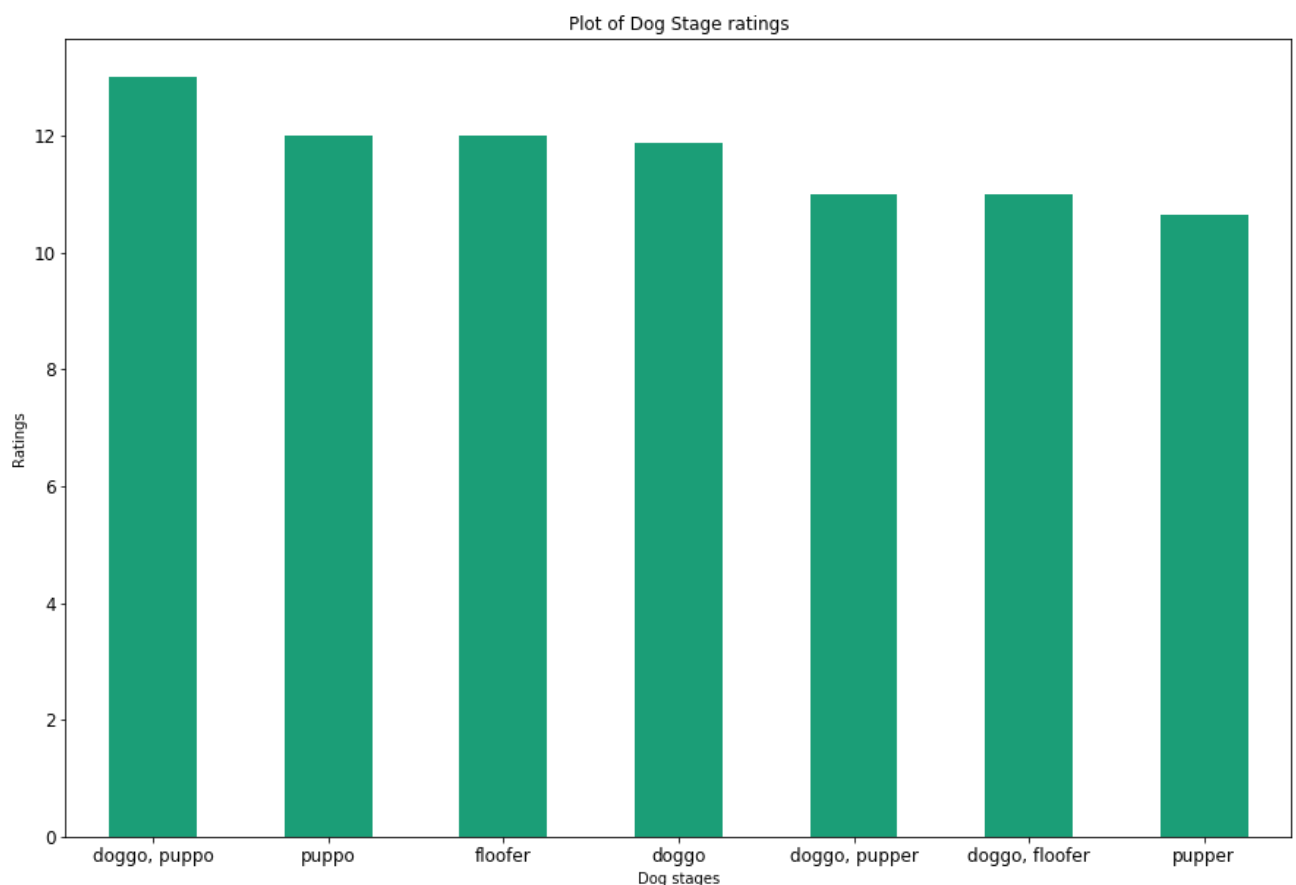
The assessing and cleaning of the dataset was tailored with a few questions in mind

- ✚ What dog stage has higher ratings?
- ✚ what source is being used the most?
- ✚ Which breed of dogs were loved the most based on favourite and retweets?

What dog stage has higher ratings?

The dogs were classified into majorly 4 categories: doggo, floofer, puppo, and pupper although some dogs fell into more than 1 category, thus there was a total of 7 categories.

The average ratings for each dog stage were calculated and used to analyse this question. The resulting plot can be seen below:



Plot of average dog ratings against dog stages

From this, it can be seen that the dog stage with the highest average ratings is the doggo-puppo stage. Who knew being a dual citizen will make you famous?

What source is being used the most?

Curious to know what device all the users tweet from, this question was next to be analyzed. Turns out a lot of the WeRateDogs tweets were made from iPhone twitter apps. This can be seen in the table below.

Table showing tweet sources and their frequencies.

Source	Frequency
Twitter for iPhone	1924
Twitter Web Client	28
TweetDeck	9

Which breed of dogs were loved the most based on favourite and retweets?

After running analysis by using the sum of all the favourites and retweets counts (separately) for all the different dog breeds, it turns out the same dog breeds came top 7 for both most favourites and most retweeted, with the Golden retriever topping the list.

Table showing dog breeds and their rankings for both the highest total favourites count and retweets.

Position	Dog breed
1 st	Golden retriever
2 nd	Labrador retriever
3 rd	Pembroke
4 th	Chihuahua
5 th	Samoyed
6 th	French bulldog
7 th	Chow

As a bonus, I'm going to throw in a picture of a Golden retriever so we have an idea of the kind of dog that got the top position.



Source: <https://www.petmd.com/dog/breeds/golden-retriever>

Last but not least

The final analysis was one done to see the dog picture with the most likes aka. highest favourite counts.



Above is the picture with the most likes of a whopping 14,0838. How cute do you think it is?

CONCLUSION

Further analysis can be don on the data set to get more insights. Have fun.