Project #4 – Wrangle and Analyze Data

Report:
Insight Summary

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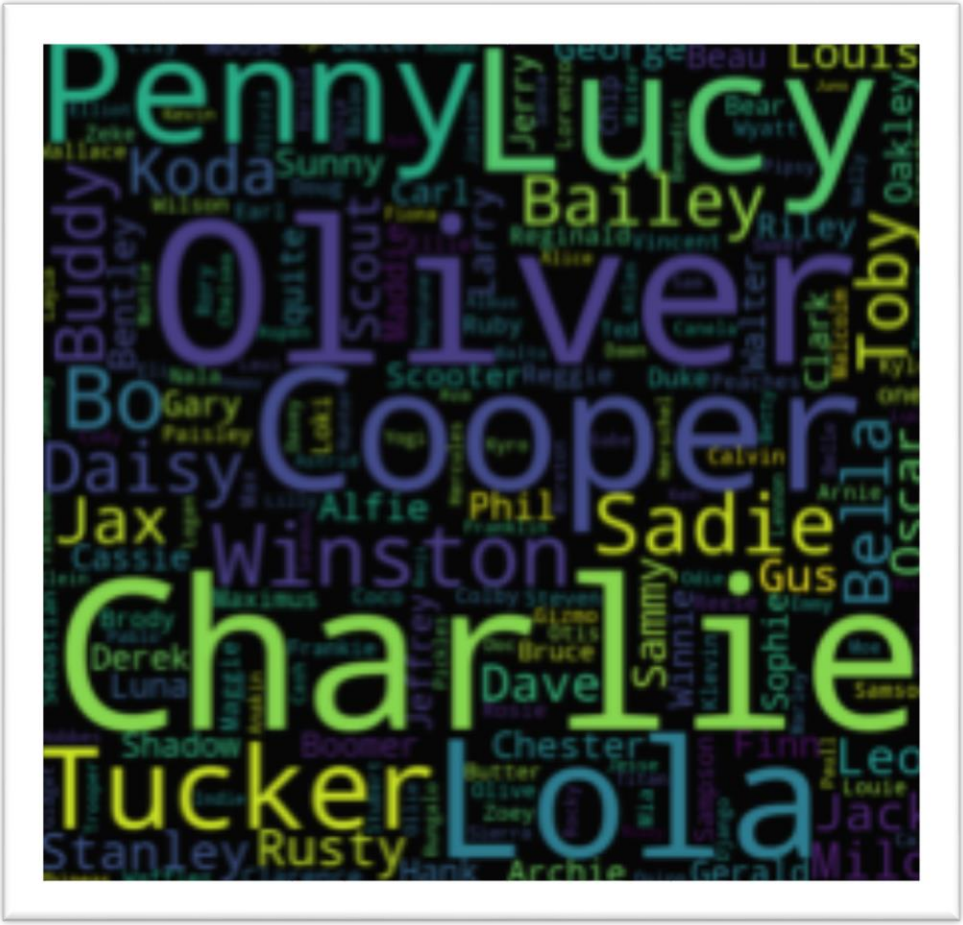
Overall, the WeRateDogs twitter account is a very interesting community that focuses on fun and uplifting content involving cute dogs. Since it is just for fun, it's not surprising that the data surrounding their users' tweets provides few insights. While I don't expect these insights to be of much use to WeRateDogs, it was still interesting to see what I could come up with. One of these insights was obtained by being able to use programmatic and visual analysis on the data gathered to figure out the most popular names of the submitted dogs. I was able to create a fun and engaging word cloud with those results, with more common names showing more largely, as seen below.



I was also able to determine which ratings were the most common among the accounts' subscribers. Forty different ratings were given with a common denominator of ten. As part of WeRateDogs' goofy charm, they allow users to submit ratings over 10, which account for most of the submitted ratings. Some users humorously submitted playful ratings like 420, 1776, and 666 (yikes!):

Rating	# of Values
12	485
10	419
11	410
13	300
9	142
8	91
7	48
14	39
5	35
6	30
3	18
4	14
1	7
2	7
420	2
0	2
1776	1
960	1
121	1
99	1
75	1
45	1
27	1
17	1
15	1
20	1
24	1
26	1
44	1
50	1
80	1
84	1
88	1
144	1
182	1
143	1
666	1
165	1

Lastly, I created a heatmap to show the correlations between columns. The heatmap doesn't seem to indicate many meaningful correlations, (positive [0.5 to 1.0] or negative [-0.5 to -1.0]) between most of the variables. The one correlation that stands out is the one between retweets and likes. I would reason that a tweet that is liked is also more likely to be retweeted, so the positive correlation here makes sense.

There are of course absolute positive correlations when the variables are compared to themselves, and some of the image prediction probabilities (p1, p2 and p3) seem to have significant correlations with each other, but these are almost certainly coincidence.