

WeRateDogsAnalysis

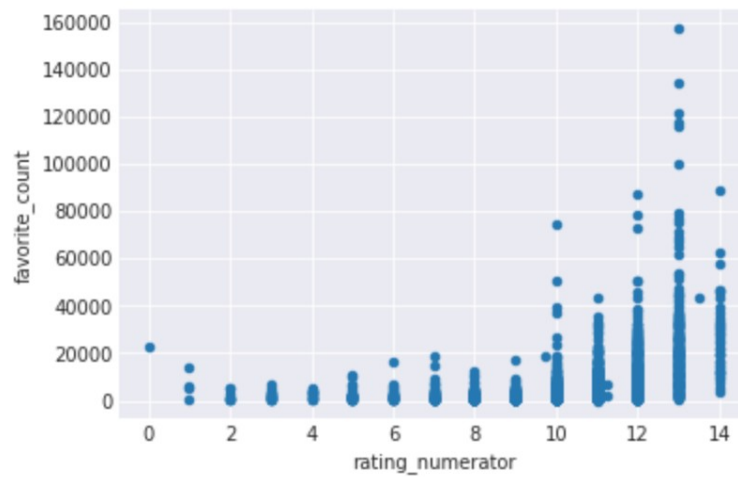
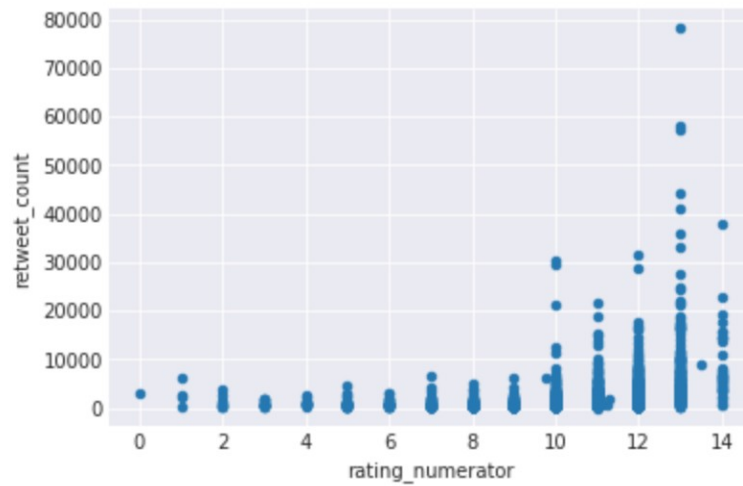
In this analysis, we analyze 3 questions to gain insight into why many people have social accounts for their pet dogs but do not run their accounts very well due to the lack of knowledge of what the audience likes and what motivates their favorite retweets counts.

- Which stage of dogs got the highest retweet counts and favorite counts?
- What's are the top three breeds of dogs that got the average highest retweet counts?
- What are the top 5 underrated and overrated breeds of dogs? (Being underrated means getting the low scores from WeRateDogs but got high retweet counts and vice versa)?

We must understand our limitation and whether other factors in WeRateDogs affect the favorite and retweet count before we jump into our analysis

limitation:

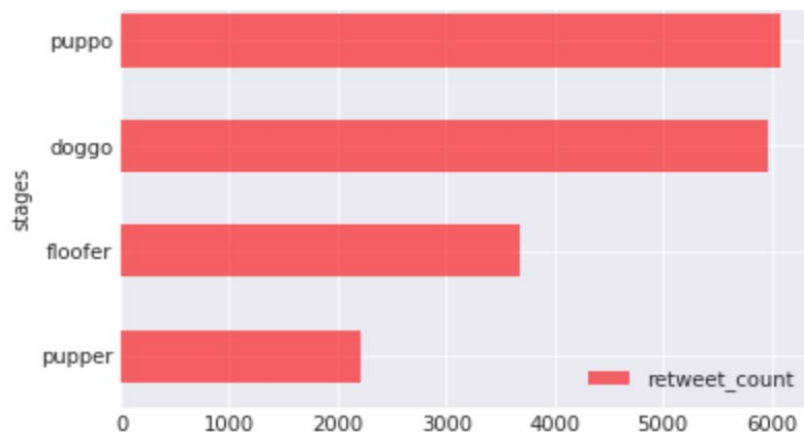
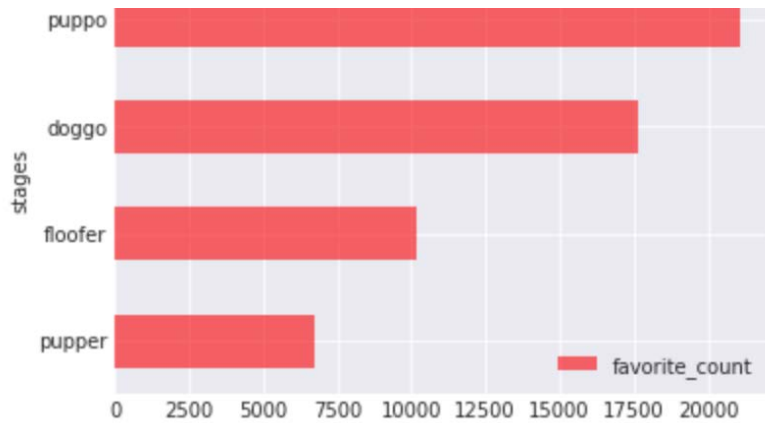
- Limitation 1▮ There are only 15% of the data have stages means the analysis about stages will be 85% degree inaccurate.
- Limitation 2▮ There are 80% of the data have predicted breeds means the future prediction about breeds will be around 20% degree inaccurate.



From this information, we can tell that the ratings given by WeRateDogs' posts highly affected the results, which means the results can be manipulated by the content writer.

3 question we want to ask

- Which stage of dogs got the highest retweet counts and favorite counts?

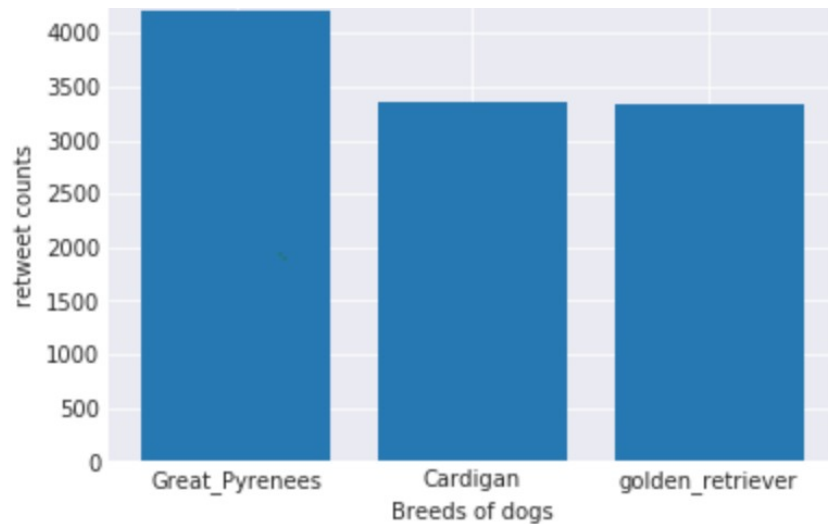


Insight: The stage of Puppo got the highest retweet counts and favorite counts, which is almost 3 times higher than the breed of pupper.

- What's are the top three breeds of dogs that got the average highest retweet counts?

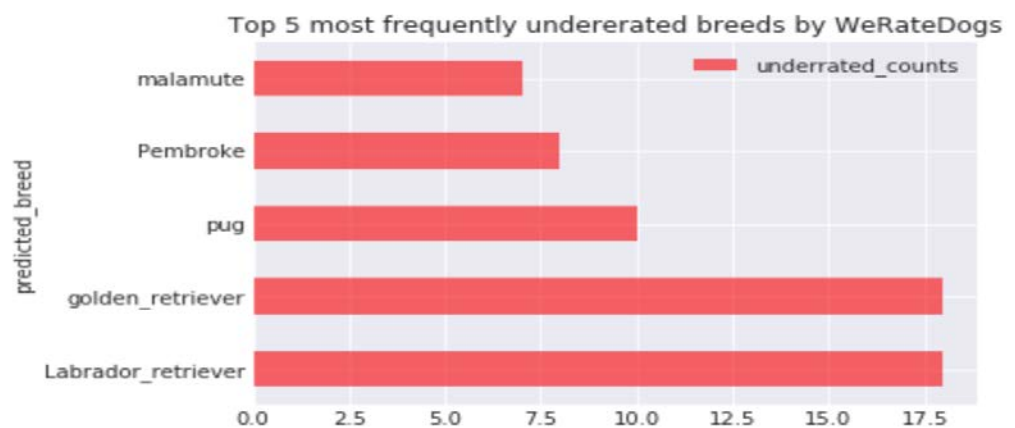
I used 3 criteria to extract the result:

- #1. the breeds that have at least 10 counts because the data is more stable
- #2. which's std should be lower than 4446.856819 (std of the whole dataset)
- #3. which's mean is bigger than 4659.227536(mean of the whole dataset).



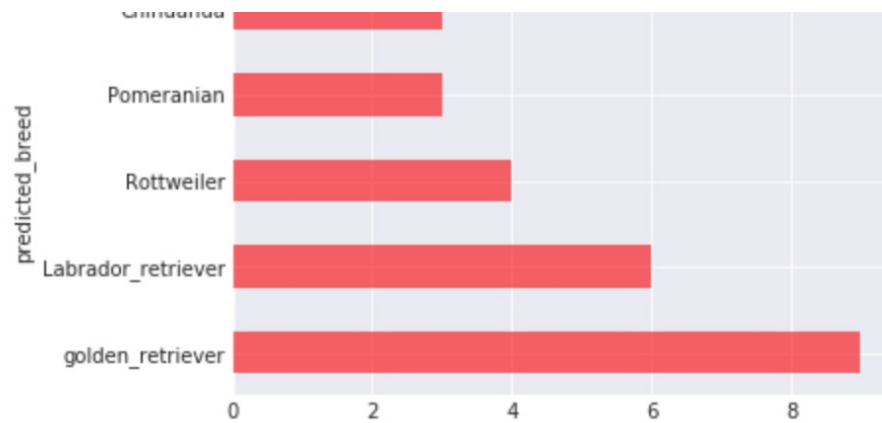
Insight: Great Pyrenees, Cardigan, and Golden retriever are top 3 highest average retweet counts by predicted breeds. And, the top 1 breed gets average 600 counts higher than the top 2 one.

- What are the top 5 underrated and overrated breeds of dogs? (being underrated means getting the low scores from WeRateDogs but got high retweet counts and vice versa)?



Insight:

The top 5 most frequently underrated breeds by WeRateDogs are Labrador Retriever, Golden Retriever, pug, Pembroke, malamute. The top 1, Labrador Retriever is almost as 2 times frequently underrated as Pembroke.



Insight:

The top 5 most frequently overrated breeds by WeRateDogs are Golden Retriever, Labrador Retriever, Rottweiler, Pomeranian, Chihuahua. The top 1, Golden Retriever, is almost as 2 times frequently overrated as Rottweiler.