

# ANALYSIS AND INSIGHTS

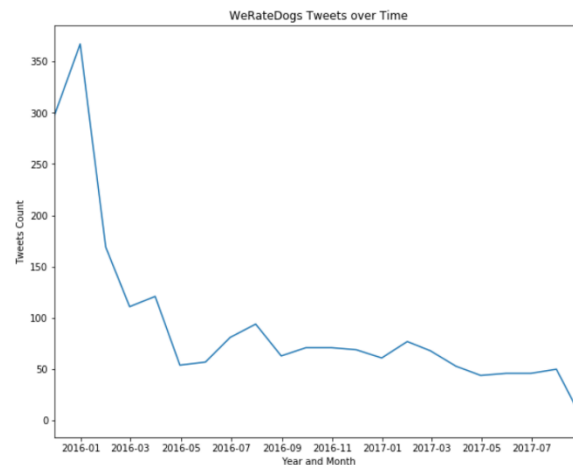
Udacity : Wrangle and Analyze Data Project By: LEE

## INTRODUCTION

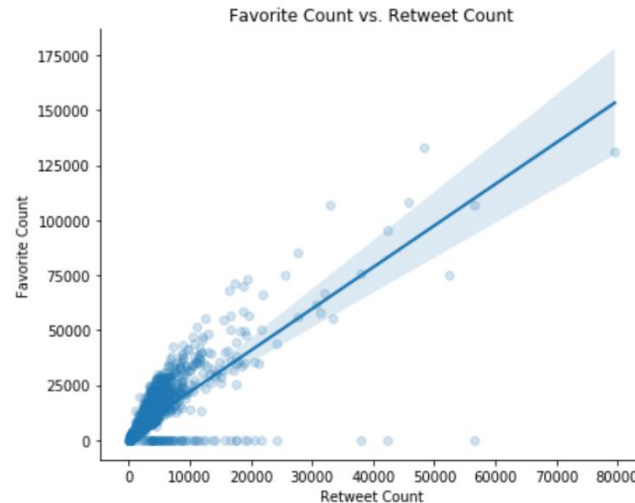
This Wrangle and Analyze Data Project is part of Udacity's Data Analyst Nanodegree. The project involves wrangling of data from various sources associated with tweets from the Twitter user @dog\_rates, also known as WeRateDogs. WeRateDogs rate's pictures of people's dogs in a humorous manner, most often giving ratings higher than 10/10. After scraping together the data, quality and tidiness issues were assessed and then cleaned

## Analysis and Visualization

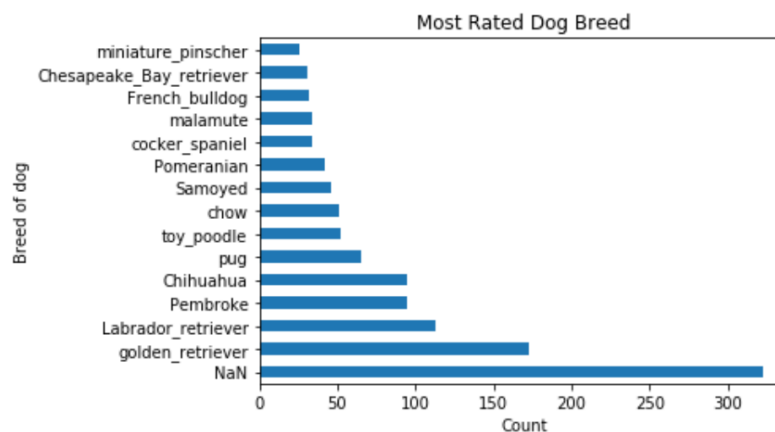
I chose to analyze and present on four different pieces of the WeRateDogs data set.



**1. Tweets over Time** Over the time period of the tweets collected for this dataset, tweets decreased sharply starting in early 2016. While the tweets continue to decline over time, there are spikes in activity during the early spring of 2016, midsummer of 2016, but continues to generally decrease from there. The owner of the WeRateDogs Twitter account should be aware of this trend, and consider ways to increase user traffic on the page.



2. **Favorite vs Retweet** Visual show a positive correlation between favorite like counts, and how much a post was retweeted. Correlation is important for the owner of the WeRateDogs. A data analyst could recommend previous posts with either a high retweet count, and/or a high favorite count so the page owner could model future posts off historically popular posts.



3. **Dog Breed Popularity** The most popular dog breed is a golden retriever with a Labrador Retriever coming in as the second most popular breed. The page owner could use this information to create targeted marketing efforts for certain breeds that aren't as popular to increase their popularity or create a campaign for a niche markets.