AKINGBENI DAVID INSIGHTS AND VIZUALIZATIONS AS GATHERED FROM @WERATEDOGS TWITTER ACCOUNT

The following insights and visualizations are referenced in the jupyter notebook with which this document is attached alongside. This document is also a supplementary to the jupyter notebook and is best used with the jupyter notebook.

Having cleaned the dataset and merged all three dataframe into one master dataframe (twitter_master_archive) as described in the second pdf document, we then begin to start to understand the data better and get some basic questions answered.

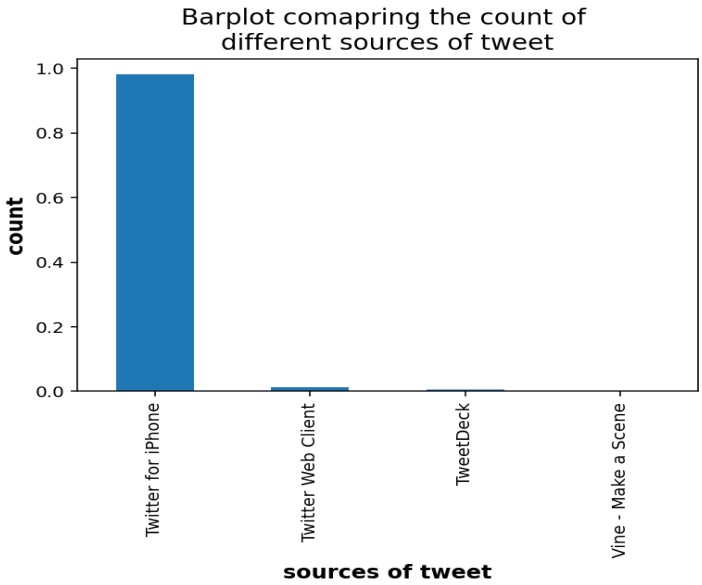
The first step is to call the describe method on the master dataframe and from the result of that method, we obtained the following insights:

1. The average rating for each dog is 1.17 approximately which is greater than 1. This tells us about how wedogrates do rate the dogs, with the numerator usually larger than the denominator.
2. The average number of likes/favorites and retweets that @wedogrates receive per tweet is 7727 and 2250 respectively, while the maximum likes and retweets are 145159 and 70940 respectively
3. We have up to 545 unnamed dogs.

More Insights based on some questions answered using visualizations:

Source of tweets.

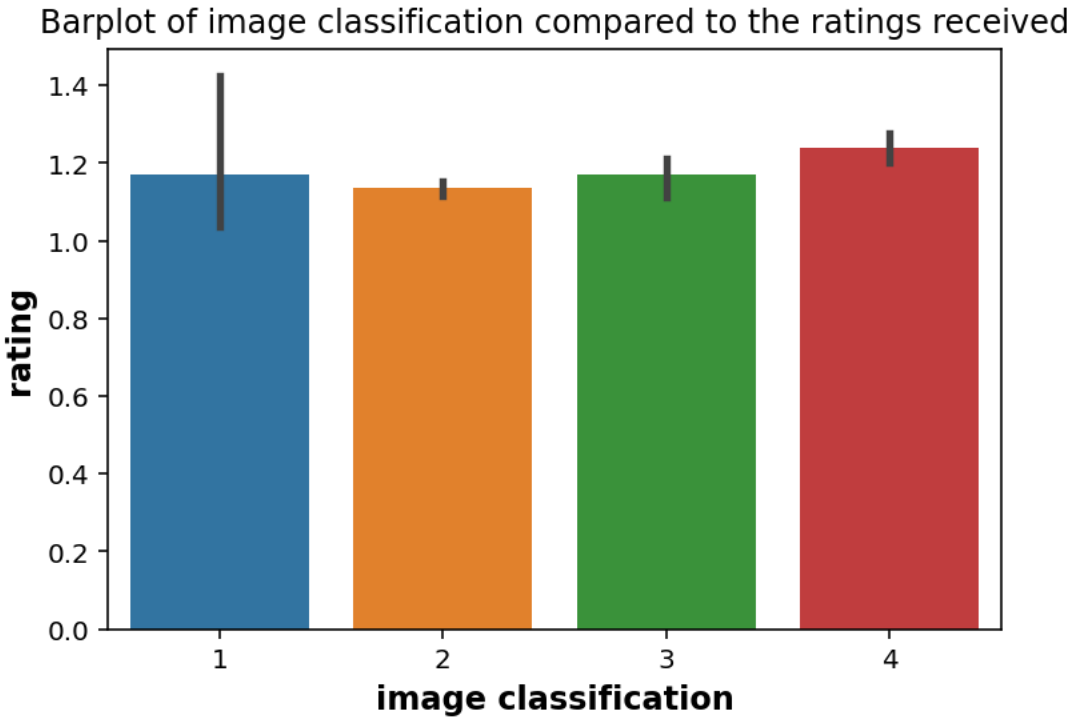
- Up to 99% of the tweets are from iPhone



Only an inconsequential amount of tweets came from other sources.

Which dog classification (by image classification) has the highest likes?

- By image classification, classification has the highest range of likes count is classification 1 which ranges from between 1.0 to 1.4. (range of wicks)



However, class 4 dogs have a shorter range and highest average likes which is shown by the height of the bar and not the wicks.

The relationship between the likes received and ratings.

- The ratings given were given by @weratedogs (which could be referred to as the enterprise/expert metric for grading a dog) while the likes which the tweet acquired can be likened the general populace endorsement and grading of such dog.
- The relationship between the public opinion and enterprise opinion in rating a dog therefore needs to be considered.
- By calculating the correlation metric between the likes and ratings, we obtained a correlation via the correlation table as 0.021618, which demonstrates a very weak correlation which can be further seen in the scatter plot below.