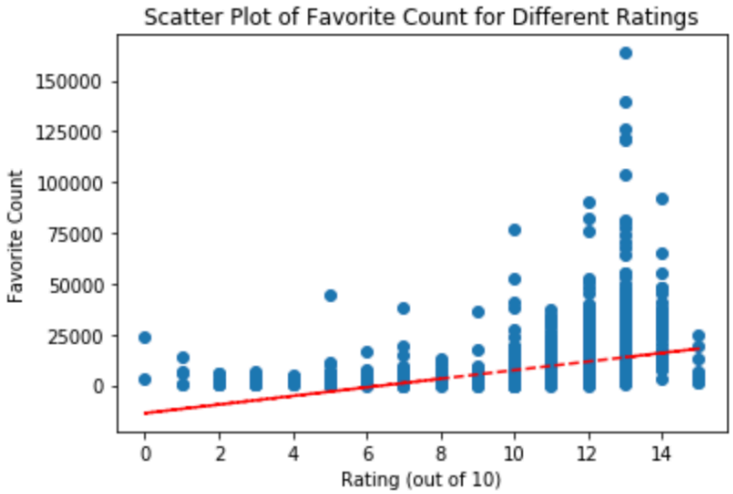
For the insights section I wanted to compare the rating to the number of likes (favorites) that dogs received. Although there are cases of dogs receiving low ratings and a high number of likes, the general trend is that dogs with a higher rating received more likes from people that viewed the tweets. Below is a copy of the scatter plot.



Next in the insights section I decided to check the difference in ratings between named dogs and unnamed dogs. I had thought that dogs with a name provided in the text section would have a substantially higher rating. Dogs with a name provided do have a higher average rating but the difference between the two groups is quite small so this factor probably does not have a major impact on ratings.

The third item in the insights section is a review of how often the dogs were classified in as ‘doggo’, ‘puppo’, etc. and how often those same terms actually appear in the text column. The finding was that the terms appear more in the ‘doggo’, ‘puppo’, etc. classification columns than then do in the text of the tweet.

The fourth and final item in the insights section pertains to the neural network used to predict dog breeds. The data shows that Chihuahua, Labrador retriever, and golden retriever were the breeds most frequently predicted by the neural network. In all three cases the review of the prediction indicated that it was “True” 100% of the time on the first and second predictions. This 100% figure seems rather high and would be an area for further review.