Analysis and Insights Report

December 30, 2018

Introduction

In this report are explained the analysis implemented in the processed data and the insights found while analysing and visualizing the data.

Data Analysis

The data was analysed using the pandas describe function to understand its behaviour in terms of its statistics. It was found that a quality issue remains after the cleaning of the data, a quality issue related with the Rating column. There remain outliers compromise any analysis related with values of the mentioned column. After a visual inspection of the processed data it was found that even the tweet text mention that some ratings are wrong.

However, the analysis of the rest of the data was possible, since the remain information obtained with the pandas describe function was correct. Some of the found insights are summarized next:
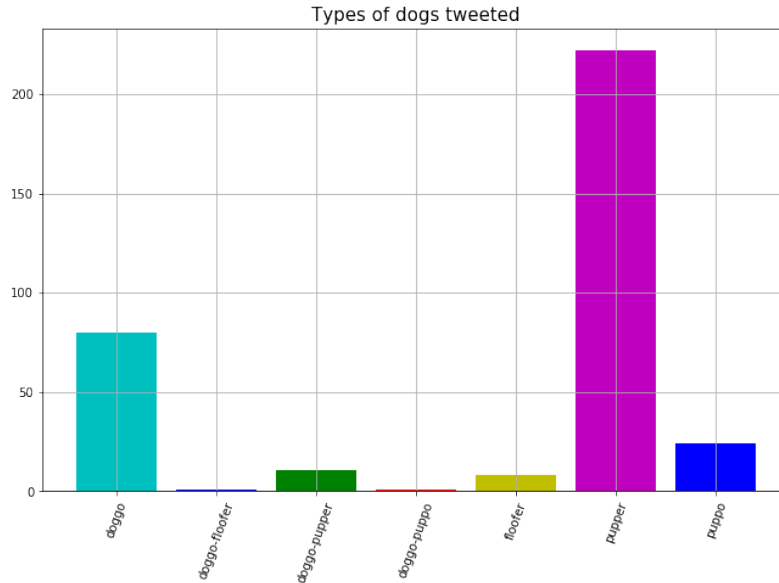
- The hour of the day when more twitter's users tweet on WeRateDogs is around 1 in the early morning.
- Tuesday is the day when more tweets are published on WeRateDogs.
- TweetDeck , Twitter Web Client and Twitter for iPhone are the platforms used to tweet on WeRateDogs, with percentages of 0.48, 1.45 and 98.06, respectively.

Data Visualization

More insights were found when visualizing the data. To be more specific, insights related with the slang used to describe dogs on WeRateDogs, with classification of images related with tweets on WeRateDogs and with the amount of retweeted and favorites of specific tweets.

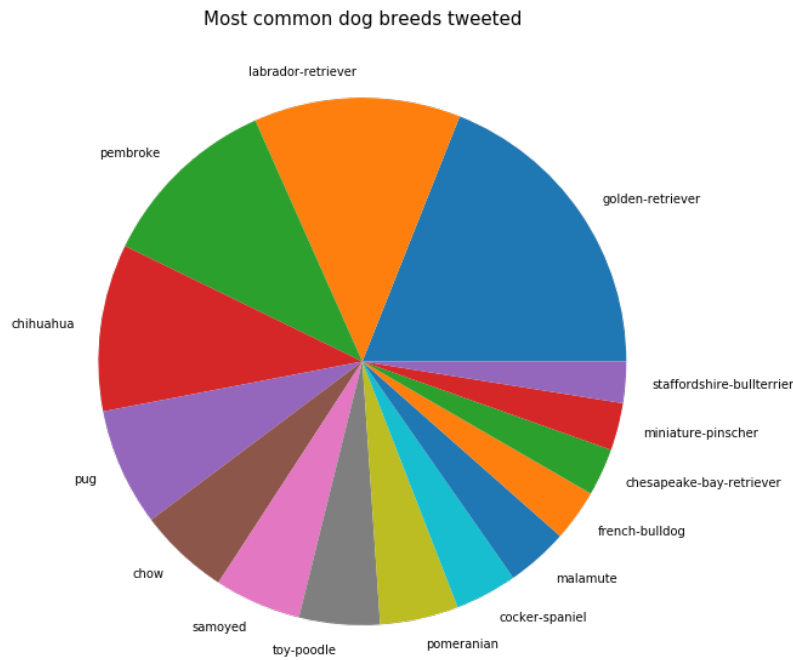### Characteristics of tweeted dogs

It can be observed in the following figure that more dogs tweeted on WeRateDogs are Puppers, while Floofers are the less tweeted dogs. However, this only apply for those dogs described using dog slang words.

Description of tweeted dogs.
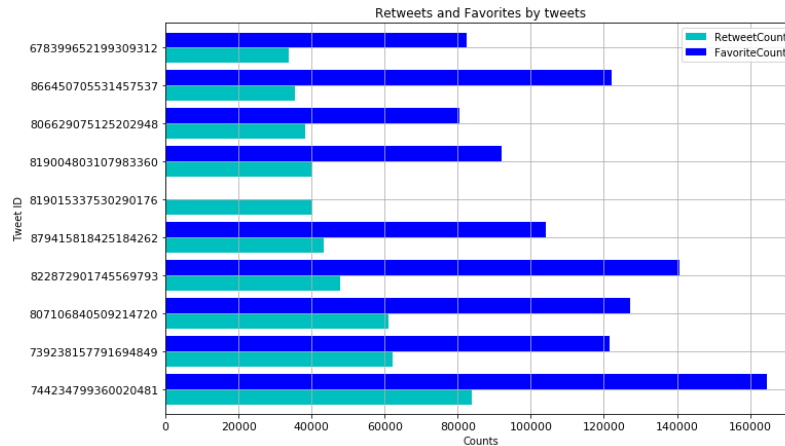
Most tweeted dog breeds

In the following figure are presented 15 most found dog breeds in WeRateDogs, considering the provided image-classifier file and only the P1 as the most representative classification for the images. Most tweets are related with Labradors, and then with small dogs like chihuahuas and Pembroke's.

Most dog breeds tweeted.

Most retweeted tweets and how favorites they are

In the last figure are presented the 10 most retweeted tweets, and how fovorites they are among WeRateDogs Twitter's users. It can be seen that there is not a relationship between these two parameters.

Retweeted and favorites tweets.

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