

Udacity Project | Wrangle and Analyze Data

Analysis Report

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Overview

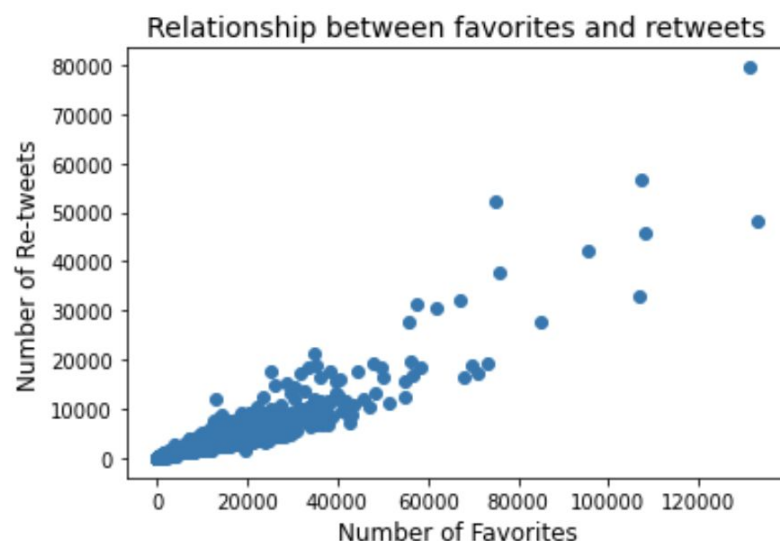
The tweet archive of a Twitter account, called as WeRateDogs and two additional supporting data were wrangled, and the details of the wrangling efforts can be found in 'wrangle_report.pdf' or 'wrangle_act.ipynb' files. This report follows the next part of analyzing and visualizing the wrangled data, and three questions are outlined as below.

Questions

- Does tweet favourites have an impact on retweets?
- Which breed is the most retweeted?
- Does the most retweeted breeds have high ratings as well?

Findings

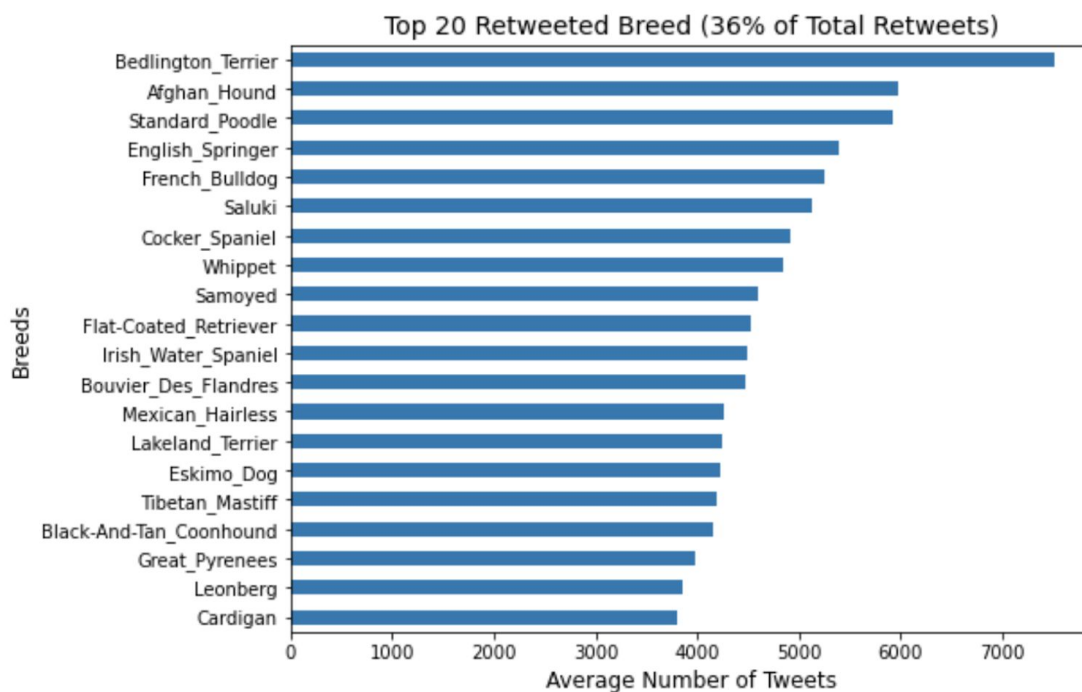
1. Given the scatter plot shown as below, the number of favorites has a fairly strong positive relationship with the number of retweets. This suggests that people not just like dog tweet posts and go, but also likely to share dog tweets that they like.



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2. In total, there are 113 breeds tweeted on WeRateDogs. To simplify Top 20 most retweeted breeds, which accounts for 36% of the total, is visualized as below.

The most retweeted dog breeds is Bedlington Terrier (7510 retweets on average). Afghan Hound, Standard Poodle, English Springer and French Bulldogs follow the next in retweets. Given the strong, positive relationship between retweets and favorites (likes), posts related to Bedlington Terrier is assumed to be favored in general.

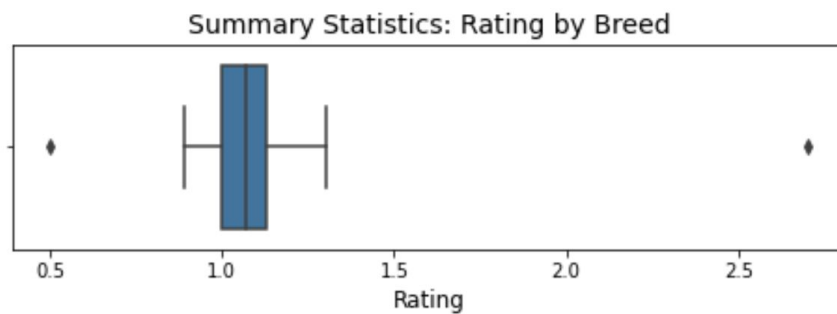


3. It is assumed that the most retweeted breeds, including BedlingTon Terrier, should receive good ratings on WeRateDogs. However, in actual, it is not always true.

To begin with, the below boxplot shows the overall distribution of WeRateDog rating for dog breed. Whilst the median lies around 1.07, top 25% rating is above

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1.127 and bottom 25% is 1.000. Given the standard deviation of 0.182, the range is not really wide.



From the earlier finding, Bedlington Terrier is the most tweeted dog breed, However, the breed has received lower than the median rating on average. Afghan Hound and English Springer are also below median rating. The rest of the Top 5 most retweeted breeds (Standard Poodle and French Bulldogs) are above the median rating but not even within Top 20% in terms of WeRateDogs rating.

So that number of retweets does not necessarily increase ratings.

