Data Analyst Nanodegree – Jonathan Ravel – Project 3

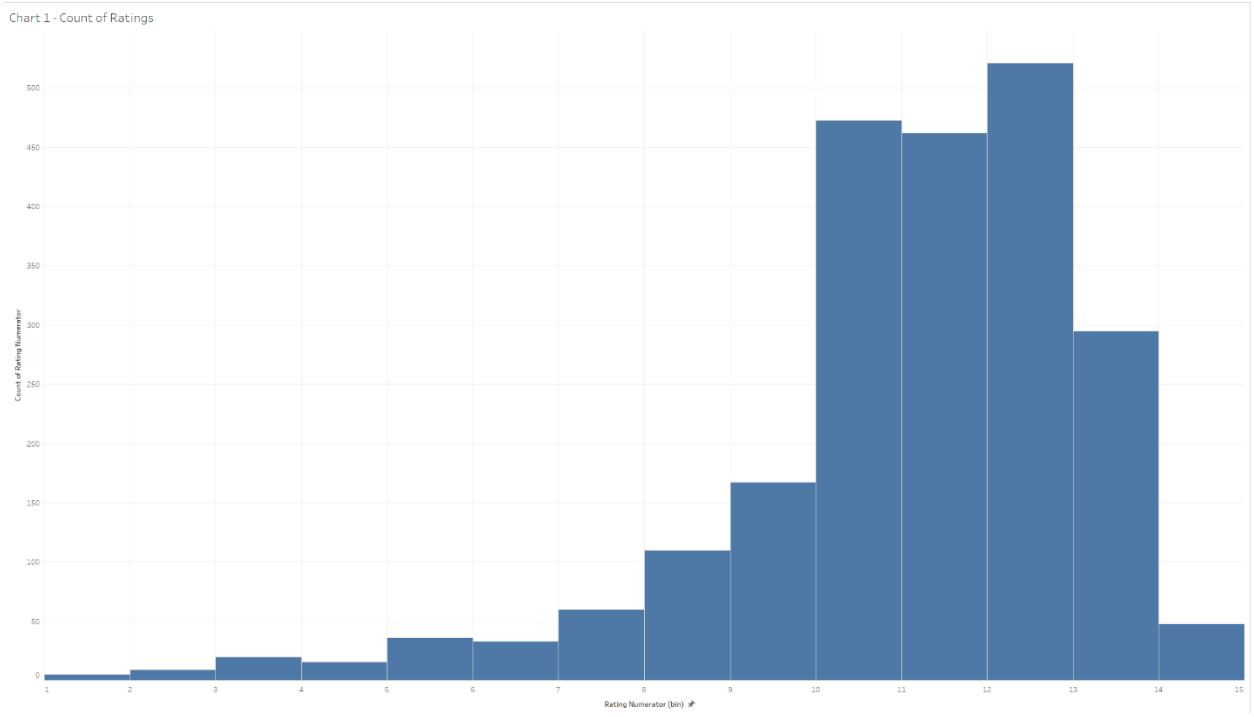
We Rate Dogs

Inquiry 1 – Dog Ratings

We Rate Dogs is famous for their dog ratings in a unique style. Instead of 1 to 10, dogs are typically rated 10 to 14 out of 10.

But not every tweet went along with this rating system. After cleaning values greater than 15, I was interested to see the distribution of ratings.

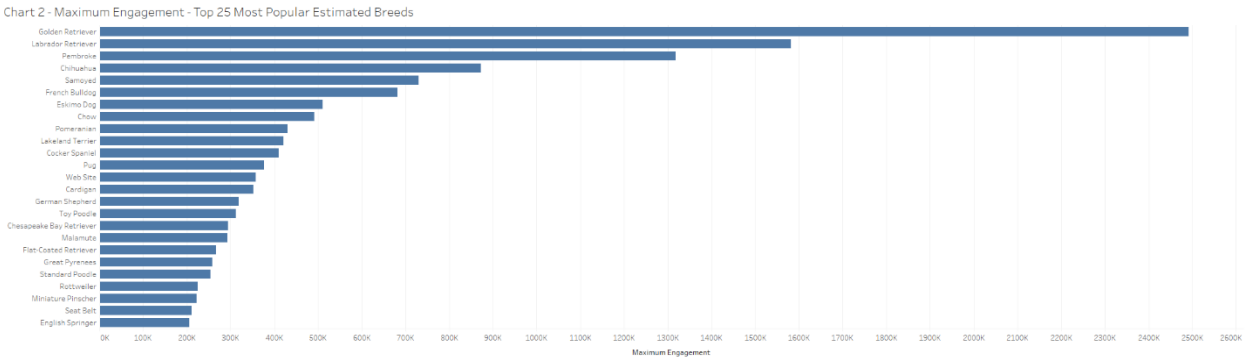
Most ratings did go along with the 10 to 14 system, but it I was surprised that people were more reluctant give dogs the highest rating on the listed scale of 14. And several people thought the dogs warranted a rating lower than the listed scale!



Inquiry 2 – Dog Breeds with Maximum Engagement

This analysis combines data from a few places. First, I combined total tweet favorites and tweet retweets together for a figure of Maximum Engagement. Then I plotted these values on the best estimate of dog breed and showed the top 25 on the list. As it turns out, Golden Retriever and Labrador Retriever are the estimated breeds that received the most favorites and retweets.

But we see the computer is not infallible as "Seat Belt" made it to 24 on the list!



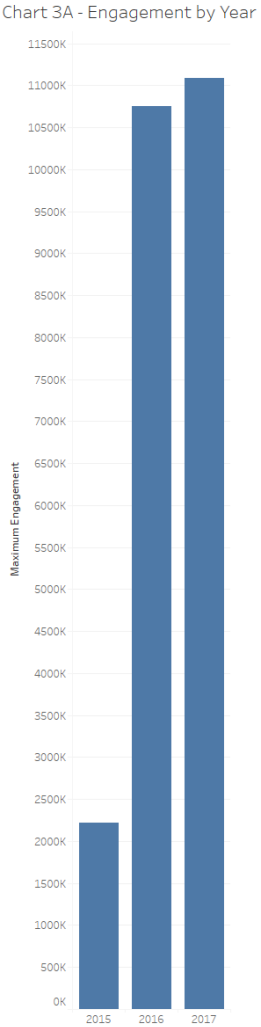
Inquiry 3 – Is the We Rate Dogs Site Engagement Increasing?

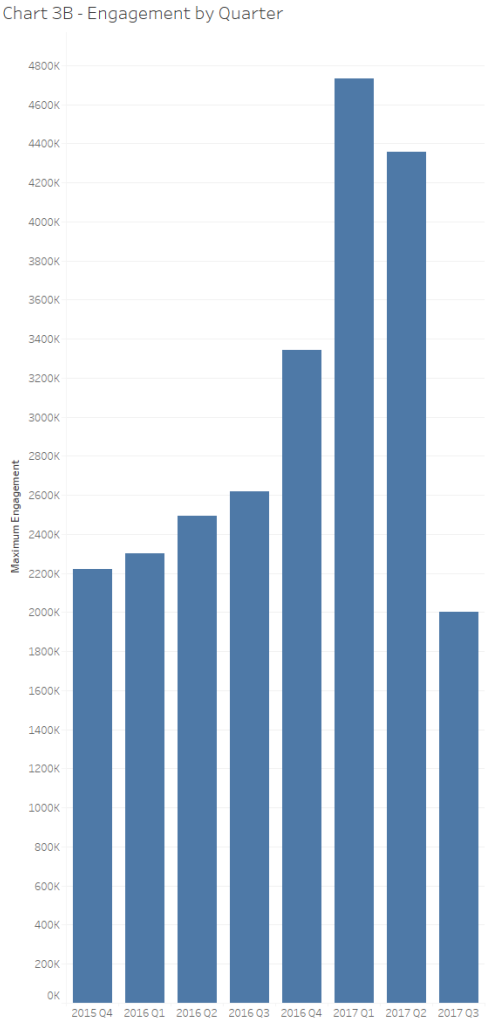
I was curious to see the growth of the site measured by favorites and retweets. First I checked the data by year; there was a huge jump in engagement from 2015 to 2016, but 2017 appeared to be slower growth.

Then using Tableau's date expansion feature, I checked the analysis by quarter and new details emerged. 2017 stopped in Q3 so it wasn't really a full year to compare against 2016. So it might be still growing rapidly, but 2017 Q2 was a full quarter and less than Q1.

Lastly, I checked engagement by month. Here we see that 2017 Q3 only included July and a very small number for August which is likely not a full month.

The point here is that a first glance at year only, engagement growth seemed to be slowing quite a bit. But drilling into the details, we see that this conclusion is due to the data cut-off date. The site might be growing rapidly in engagement but with this data there is no way to tell.





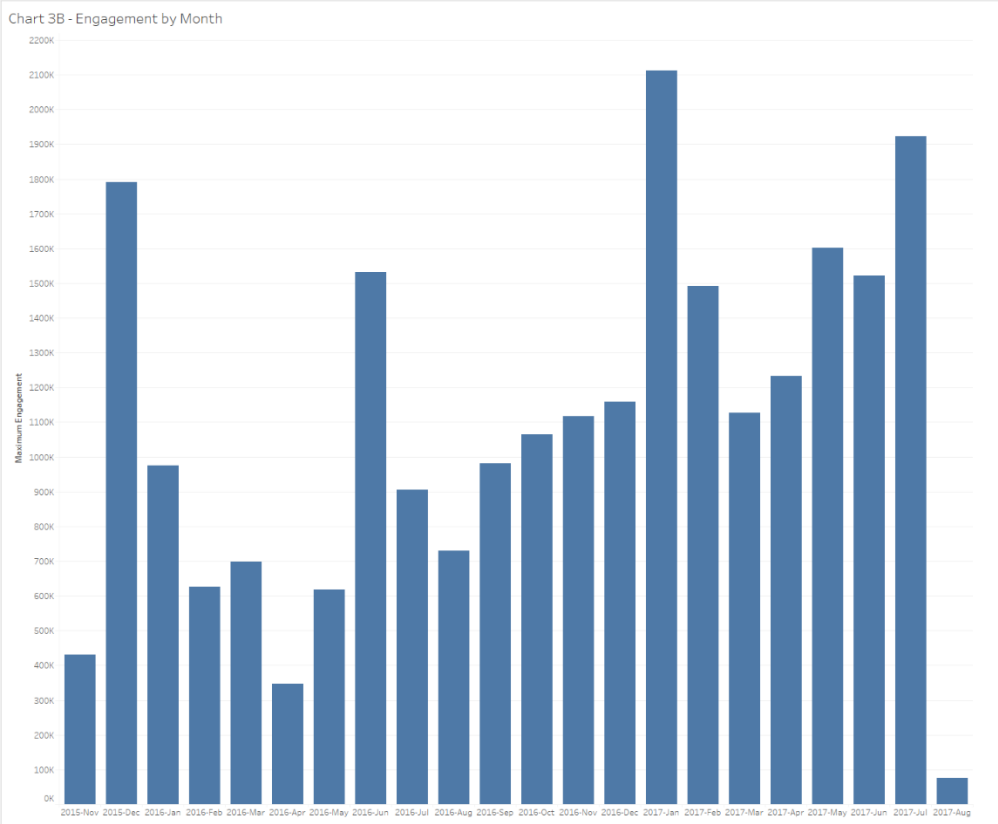


Chart 3B - Engagement by Month
Maximum Engagement
2200K
2100K
2000K
1900K
1800K
1700K
1600K
1500K
1400K
1300K
1200K
1100K
1000K
900K
800K
700K
600K
500K
400K
300K
200K
100K
0K
2015-Nov
2015-Dec
2016-Jan
2016-Feb
2016-Mar
2016-Apr
2016-May
2016-Jun
2016-Jul
2016-Aug
2016-Sep
2016-Oct
2016-Nov
2016-Dec
2017-Jan
2017-Feb
2017-Mar
2017-Apr
2017-May
2017-Jun
2017-Jul
2017-Aug