

WeRateDogs Data Act Report

14/03/2021

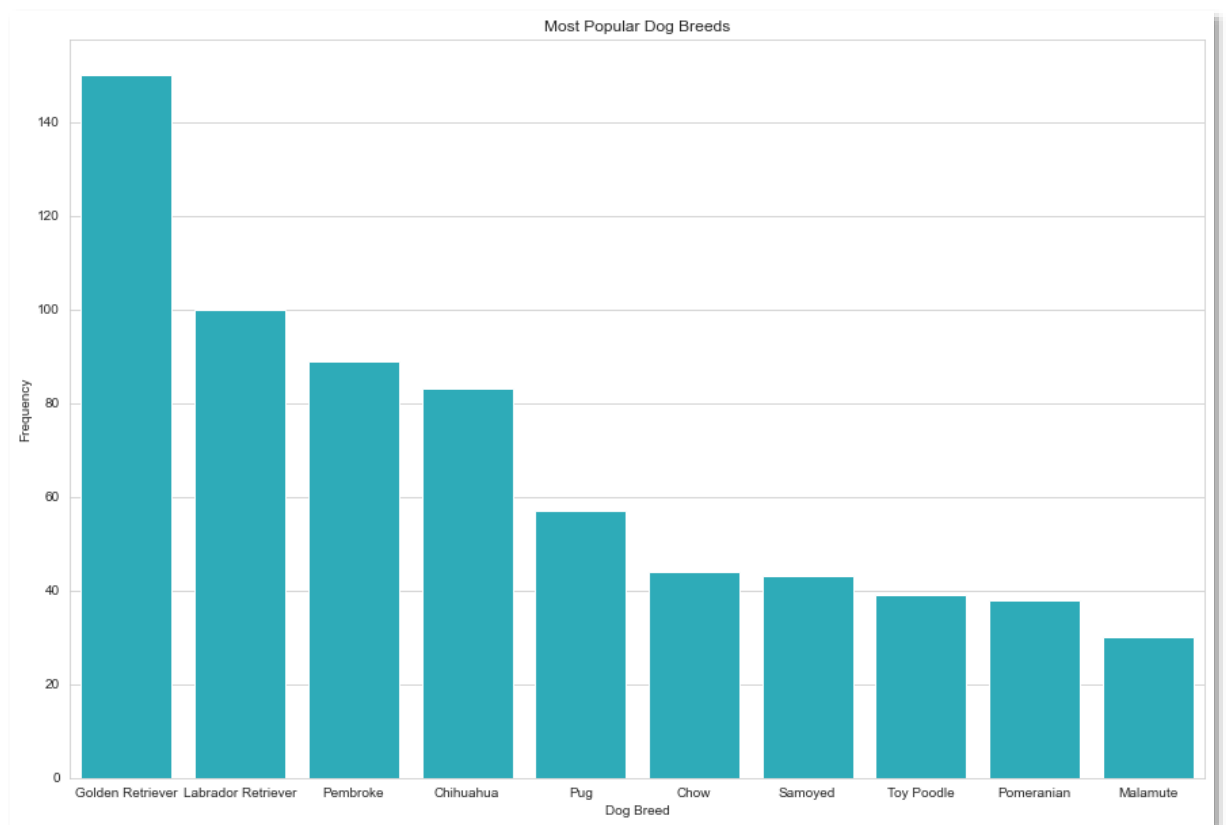
The Data Wrangling step for the WeRateDogs data involved tackling 2 Tidiness and 15 Quality related issues with the data.

After the cleansing was completed, analysis was performed to come up with the following insights:

Insights:

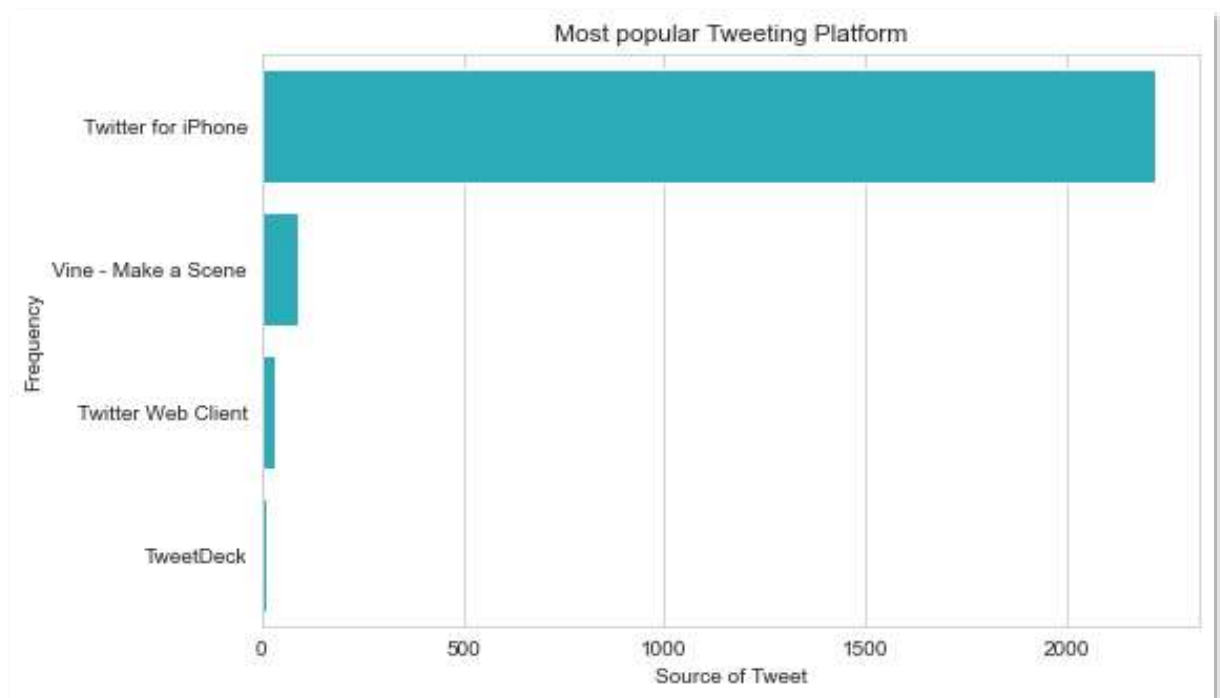
The following four insights were explored:

1. What is the most popular dog breed?



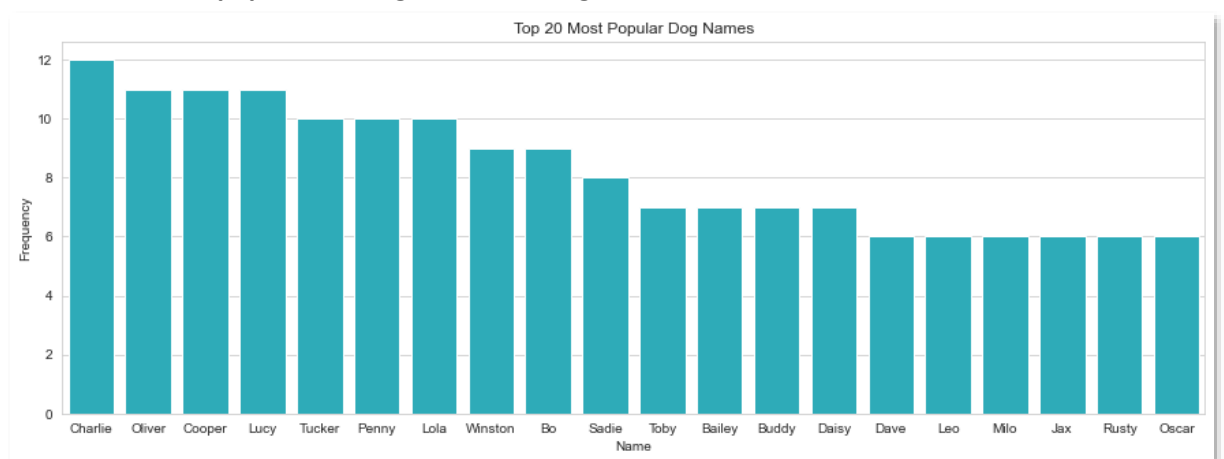
There were lots of breeds, therefore, to make the visualization manageable I only included the top 10 breeds. Out of this list, the most popular dog breed is the Golden Retriever, with 150 Tweets posted, followed by the Labrador Retriever.

2. Which platform did WeRateDogs primarily use to post their Tweets?



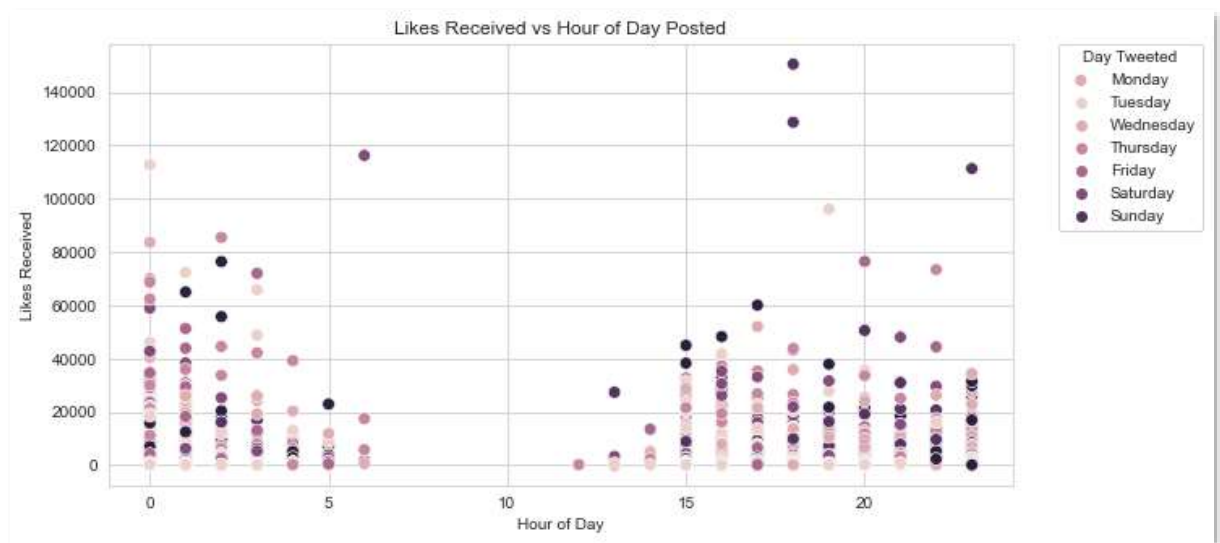
Interestingly, the most used platform is the iPhone, comprising up to 94.2% of all Tweets made. TweetDeck, which is a social media dashboard application for managing Twitter accounts, was rarely used for posting Tweets.

3. What is the most popular name given to the dogs?



This was a close one, however Charlie is the most popular name given to the dogs, followed by Oliver, Cooper and Lucy which are tied. What I find interesting about the above visualization, is that there are groups of names which all have the same amount of popularity. For example, the name Dave, and all the way to Oscar (on the far right) all shared the same value of 6 dogs each.

4. What are the best times and days to post a tweet to get the maximum number of likes?



The best times of the day and the days, to get the maximum number of likes is split across two separate halves of the day. For the first half, posting Tweets between midnight to 3am garnered the most likes. Based on the data, it appears that Tuesdays and Thursdays are the ideal days.

The other half of the day to post the Tweets is around 6pm on Sundays. This day and time combination looks to be the sweet spot to get the most likes out of any other day/time combination.