

# Insights and Visualizations

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## Questions

Based on the data in the master dataframe, the following three questions were asked:

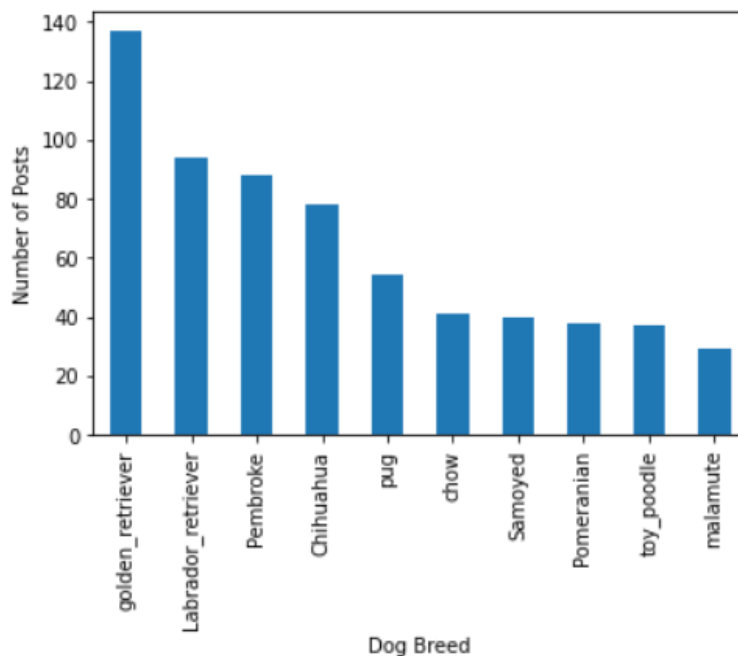
1. Which dog breeds were posted about the most?
2. Which dog breeds receive highest mean favorites and retweets?
3. Which stage has the most favorites and tweets?

## Which dog breeds were posted about the most?

To answer the following question the following data was used:

- The breeds found in the image predictions file
- The number of tweets about each breed

The following bar plot shows the top 10 breeds on which the were posts and tweets



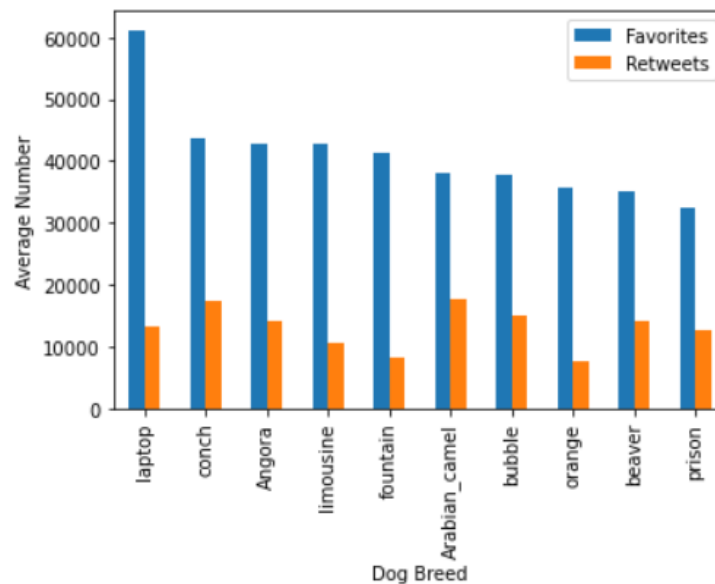
From this, we can conclude that Golden Retrievers have the most posts, which possibly means that they are adopted more than the other breeds.

## Which dog breeds receive highest mean favorites and retweets?

To answer this question, the following data was used:

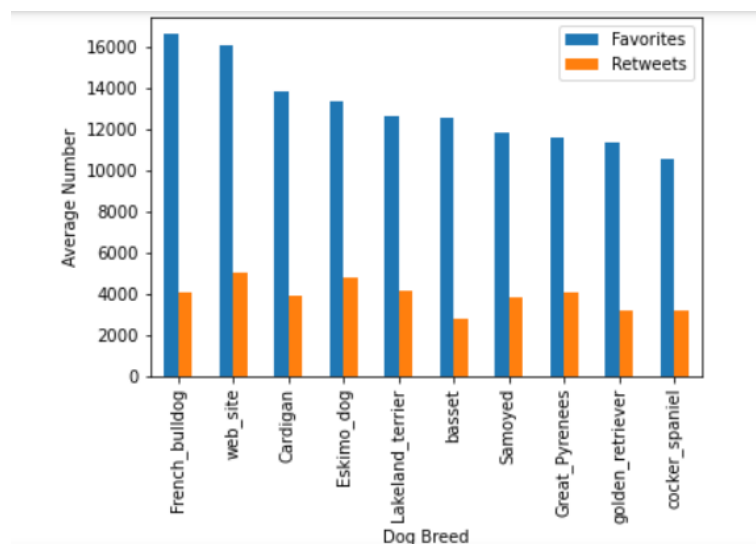
- The breeds from the image predictions file
- The number of favorites and retweets for each tweet

At first try, the following plot was produced:



As we can see, most of these, or all actually, are not dog breeds; which is logical since they were the least posted about. So, in effort to exclude these values, all “breeds” that were posted about 9 times or less were not taken into consideration

The same procedure was followed and the following plot was produced:



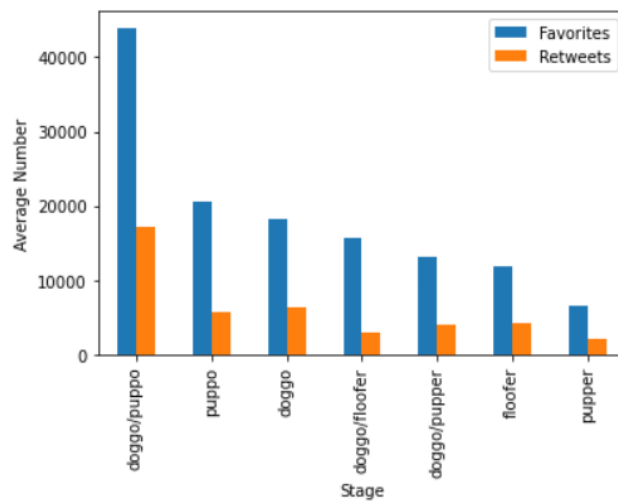
That's better. We can see that the French Bulldog had the highest favorite average, which hints at their being more liked by fans of the account, maybe it means they are more photogenic and should be used more for marketing campaigns

### Which stage has the most favorites and tweets?

To answer this question, the following data was used:

- The number of times each stage was tweeted about
- The number of favorites and retweets for every stage

Please note, that some tweets had more than two breeds, so they were classified as the two breeds split by a slash. So, finally, this bar plot was produced:



From this, we can see that the “Puppo” stage had the most favorites. This means that fans of this account prefers dogs at this stage. Probably because they are more active.