**Chad Morris Insights & Act Report**

**Insight # 1**

The most retweeted and favorited dog picture, somewhat surprisingly, was a low-quality picture of a puppy in a pool. An assumption I made would be that the most favorited and retweeted picture would be a stunning or very cute or humorous picture of a dog. But for reasons that would require further exploration that isn't the case. The date for this tweet is just 6 months after the creation of the WeRateDogs twitter account which might suggest it is one of the earlier pictures that really made their account go viral.

A dog swimming in water

Description automatically generated with medium confidence

**Insight #2**

Based on the data at hand, there is quite a high correlation between a picture being retweeted and favorited, as high as .8013. If a person is going to retweet a picture there is a high likelihood that they will also favorite it, and vice-versa. The majority of the time it can be expected that a person will do both.

**A screenshot of a computer

Description automatically generated with medium confidence**

**Insight #3**

In the case of the predicting and classifying images the neural network produced a substantially higher level of low confidence assessments than it did higher confidence assessments. The distributions for two out of the three levels of prediction confidence - p2, and p3, were right skewed. While p1 saw a more left skewed distribution and high amounts of high confidence predictions. Essentially, this shows that a the neural network saw a lot of images it could be confident about but for it's most confidence predictions but it's second and third predictions saw more less confident predictions when it coulnd't recognize something as clearly. When it came to classifying breeds of dogs the neural network top five best predictions by breed were for Golden Retrievers, Labrador Retrievers, Pembrokes, Chihuahuas, and Pugs, in that order.

Chart, histogram

Description automatically generatedChart, histogram

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