WeRateDogs

ANALYSIS AND INSIGHTS DASHBOARD

By Paula Munoz | Udemy Project: Create a Tableau Story| 03/17/19

Summary

As part of the prior Data analysis project (Data Wrangling), we were asked to perform some data wrangling and data cleaning for data related to the Twitter account @dog_rates, also knowns as WeRateDogs. I did enjoy so much working with these datasets, that I decided to expand further and create a Tableau Data story with a trustworthy analysis and visualizations.

ABOUT WERATEDOGS

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog, and these ratings almost always have a denominator of 10. and the numerator is almost always greater than 10. Some examples of ratings are: 11/10, 12/10, 13/10, etc.

Design

My Tableau Story can be found here:

https://public.tableau.com/profile/paula.munoz#!/vizhome/WeRateDogs_Dashboard/WeRateDogs_Story?publish=yes

The main consideration I took when designing this Tableau Story was to think of any potential new users that haver never heard about WeRateDogs and caught their attention with a colorful and interesting story by walking them through the idea of what is WeRateDogs all about, what do they need to do to get their dogs rated, and then provide some interesting details about the analysis such us letting them know what is the most common rating score, the most common Breed and Dog name.

Additionally, I wanted the user to be able to interact with the Story, so I created a section related to Dog's rating score where I display every tweet by rating score and user can

hover over each data point to see the tweet message, the dog's image as well as the favorite and retweet count for that tweet.
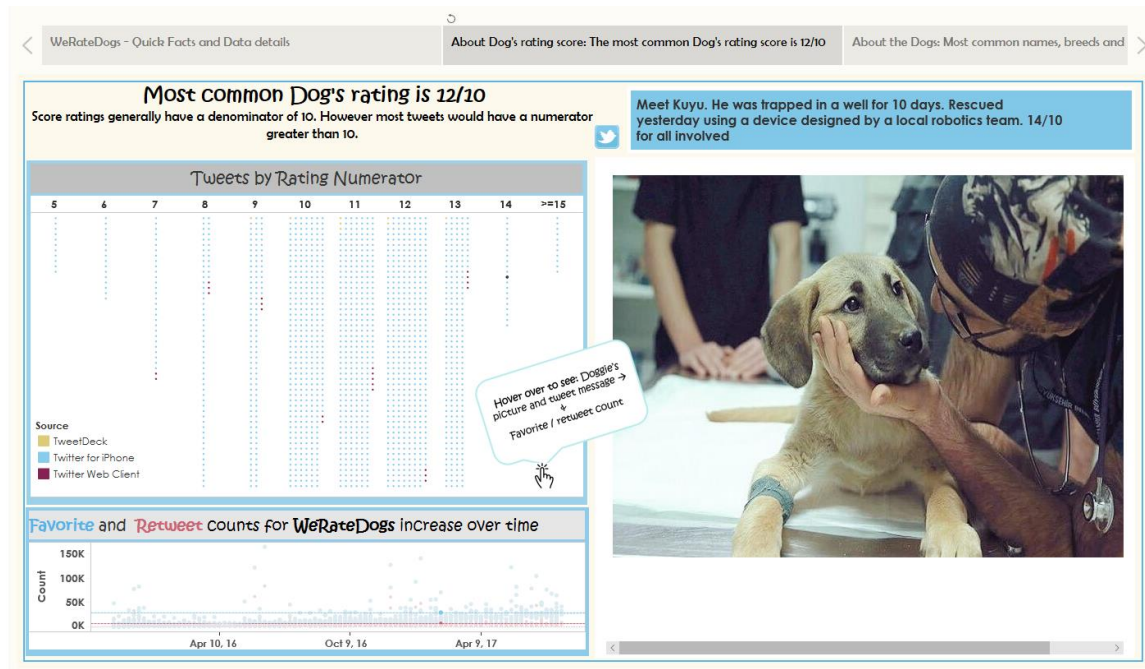
Some changes were made to the visualization after feedback was received from the peers, most changes were related to colors and sizing of the dashboard since it wasn't displaying correctly to begin with.

Color palette I was using before (Colors were too soft):
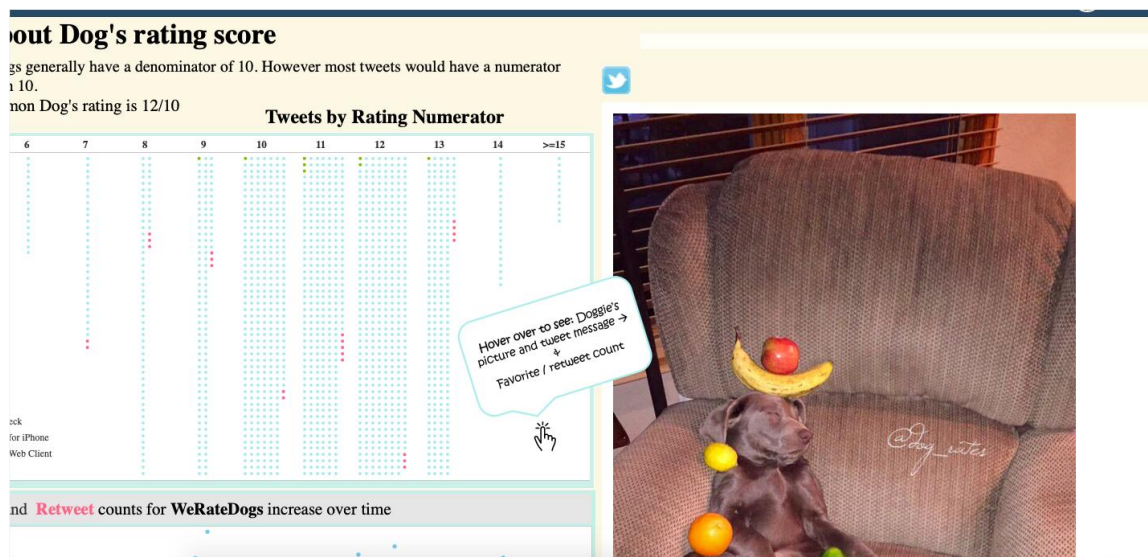
Feedback

As it was mentioned before, most of the feedback received was related to the sizing of the Dashboard, colors and makings sure I was using titles in my charts.
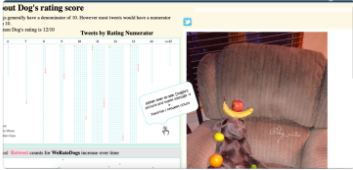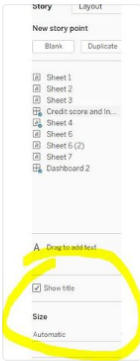
See feedback received below:

Paula M 17 hours ago
Humm not really, but are you now able to scroll down?

SuperCatman 17 hours ago
yep! really - awesome implementation! I also did the text and stuff and chose alternative dataset 🙂 The only thing that maybe is worth checking is the colorscheme. Are you sure it's safe for colorblind people?

Paula M 17 hours ago
Great thanks so much for checking it 😊... Good point about the color blind suggestion, I will test it with a colorblind check website to see how it looks
👍 1

Anna 12 hours ago
@Paula M Great viz, I would change the size ratio to automatic so it would adjust to any screen size.
size.JPG ▾

Paula M 12 hours ago
👍 Thanks Anna, Great suggestion.., Will do 😉

YESTERDAY

Paula M. 3:14 PM
Hello, same here... Can you please provide some feedback on my viz? It would be very appreciated... I enjoyed so much project 7 about weratedogs, that I decided to use this data for project 8:
https://public.tableau.com/profile/paula.munoz#!/vizhome/WeRateDogs_Dashboard/WeRateDogs_Story?publish=yes

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TODAY

Amélia P. 🏳 Mentor 7:19 AM
Hi @PaulaM , great story! I have two points:

1. Titles, captions, subtitles, and descriptions of the axes are essential for the chart interpretation. Please review your charts to ensure that this information is clear and legible.

2. Please review the chart sizes to allow see the full plot and labels.

Paula M. 7:44 AM
Thanks Amelia, will do!

Resources

- **Data used:**
    - **twitter_archived_enhanced.csv** file, this file was provided by Udacity and contained information about WeRatedogs tweets, and original file contains 2356 records and 17 columns.
    - **image_predictions.tsv** file, this file is provided and hosted by Udacity, this dataset contains image predictions based on images provided on tweets from archived file

o **Tweet_json.txt file**, the goal of this file is to gather retweet and favorite counts for the tweet Ids provided on archived file.This file is gathered by using Twitter API

After performing data wrangling and data cleaning in Python, the Final file was saved as: **twitter_archive_master.csv**

o Additional to the data wrangling performed previously in Python, **I have performed a second data check on Tableau Prep (A Tableau tool used for data cleaning)** to find any other inconsistencies in the data.

Below is the Tableau Prep Workflow I created:

o **To check for colorblindness compatibility** I used some colors from the "Paul Tol" Palette suggested here: https://davidmathlogic.com/colorblind/#%23332288-%23117733-%2344AA99-%2388CCEE-%23DDCC77-%23CC6677-%23AA4499-%23882255

o Last but not least I kept referring back to the WeRateDogs twitter account: https://twitter.com/dog_rates?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor