

# Act\_Report

This is the first time I look at data relating to dogs closely. I never knew there is a Twitter site call WeRateDogs and it is so cool. Below are the three insights after I wrangle, analyze and clean the data. The technical reference is included in the “Reference” section at the end of each insight.

## Insight 1:

I always wonder whether people nowadays access social media more often because of smart phone and app. Here is the proof: 94% of Twitter users access *WeRateDog* page by iPhone. This is a strong evidence that the *WeRateDog* page viewers are also dog lovers who like to browse sites and being accompanied by dogs.

(Reference: In the Source column of the Master file, it lists the source of twitter access. By visually observing the column, I can see the majority Twitter users access from iPhone. The total number of iPhone access versus the total access. There is 94% Twitter user accessing *WeRateDog* page by using iPhone. )

## Insight 2:

Next I am going to exam the top 10 dog breeds from *WeRateDog* site. They are:

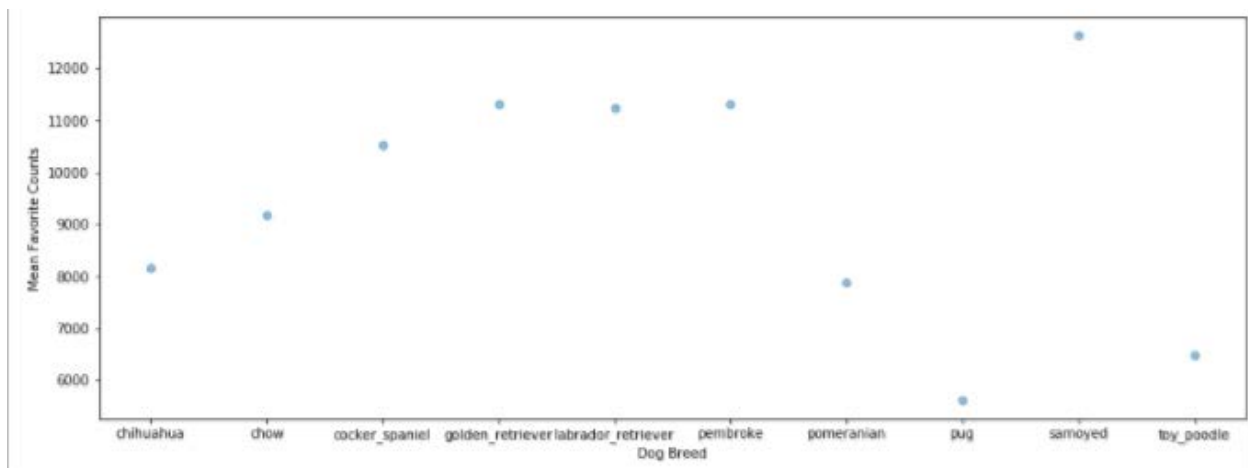
1. golden\_retriever (count: 150)
2. labrador\_retriever (count: 100)
3. pembroke (count: 89)
4. chihuahua (count: 83)
5. pug (count: 57)
6. chow (count: 44)
7. samoyed (count: 43)
8. toy\_poodle (count: 39)
9. pomeranian (count: 38)
10. cocker\_spaniel (count: 30)

Golden Retriever, Labrador Retriever and Pembroke are ranked the 1<sup>st</sup>, the 2<sup>nd</sup> and the 3<sup>rd</sup>. They are very popular dogs in the neighborhood. Chihuahua follows Pembroke whose count is very close.

(Reference: The count is from p1\_conf. p2\_conf and p3\_conf are insignificant because they are both very small: the average of p2\_conf is less than 0.1 and the average of p3\_conf is less than 0.06. )

### Insight 3

I want to see if the average favorite count is relating to the number of posting for the top 10 dog breeds. In another words, whether the more postings a dog has, the bigger the favorite count. Below is a plot showing the relationship.



I can see Samoyed has the highest favorite count. Pembroke is ranked the 2<sup>nd</sup>. Golden Retriever is the 3<sup>rd</sup>. The favorite count does not follow the rank of the number of posting.