UDACITY NANODEGREE DATA ANALYTICS

ACT REPORT (PROJECT 2)

We Rate Dogs Twitter Data Analysis

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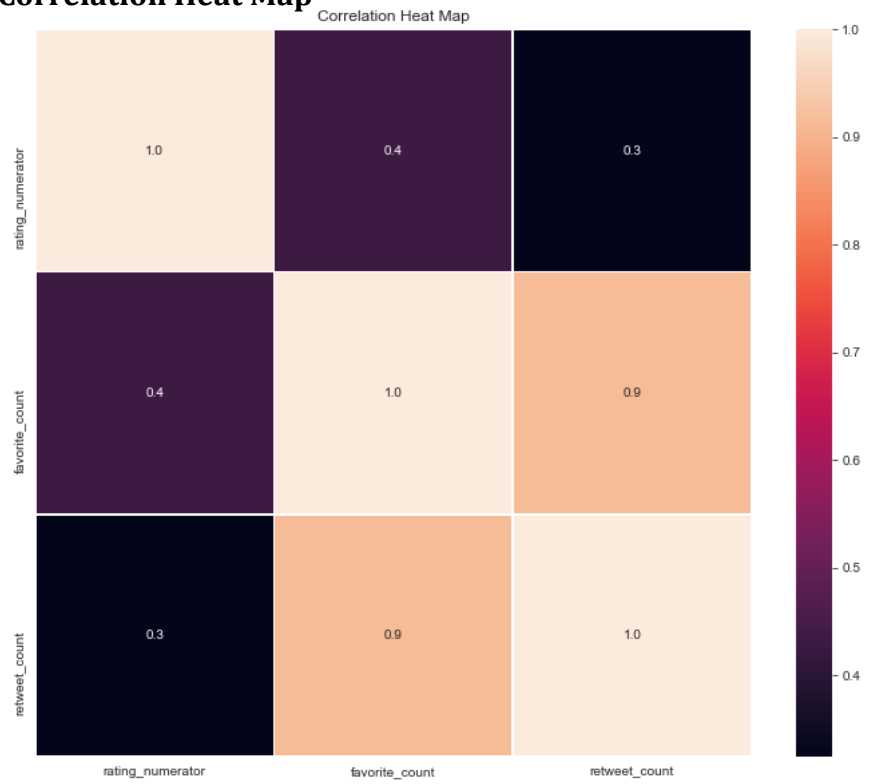
Project Overview

WeRateDogs is a Twitter account that rates users' dogs and adds a lighthearted comment. The denominator of these ratings is almost always 10. however, the numerators? frequently greater than 10. 11/10, 12/10, 13/10, etc. This is because "they're good dogs". For not so good-looking dogs or breed, the rating might be less than 10. WeRateDogs has over 4 million followers and has received international media coverage. In this project, I analysed the Twitter data from the account to master data gathering and wrangling skills. Furthermore, the analysis of this twitter data helped to generate insights and answer important questions as shown below.

- Correlation among important parameters of the master dataset Using Correlation Heat Map.
- What is the most common dog life stage?
- What is the most common value for ratings?
- Does the Source of the Tweets influence popularity? (retweet count)

1. Correlation Heat Map

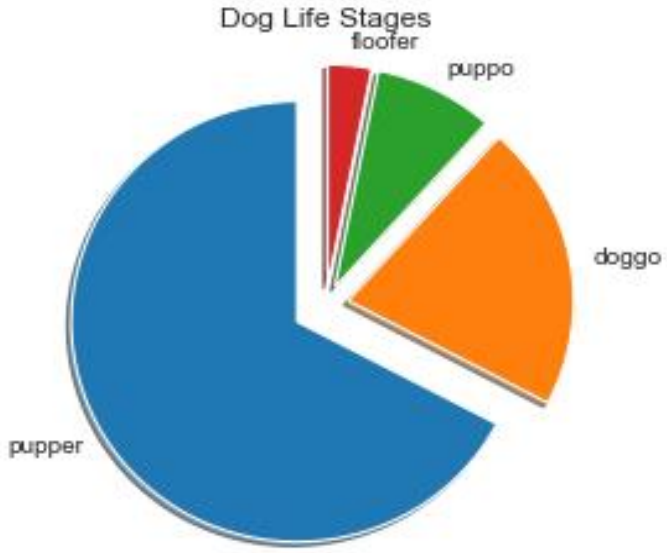


In my Analysis, I was curious to find out the relationship between the number of retweets, number of favourites and ratings. Therefore; I plotted a correlation heat map to explore this relationship.Above is the plot. I was a able to deduce the following;

- There is strong correlation (0.9) between favourite_counts and retweet_counts. This is as expected.

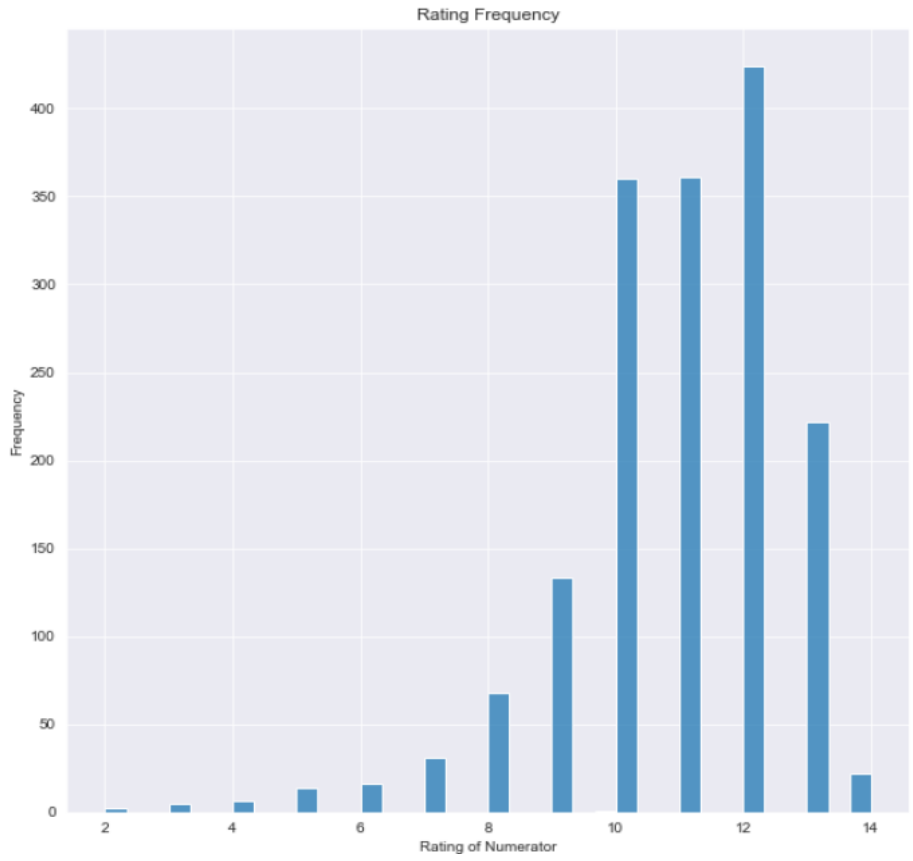
- It is surprising that there is low correlation between rating_numerator and retweet_count. This is because, I expected that retweet should be more for high numerator ratings.

2. Most Common Dog Life Stage



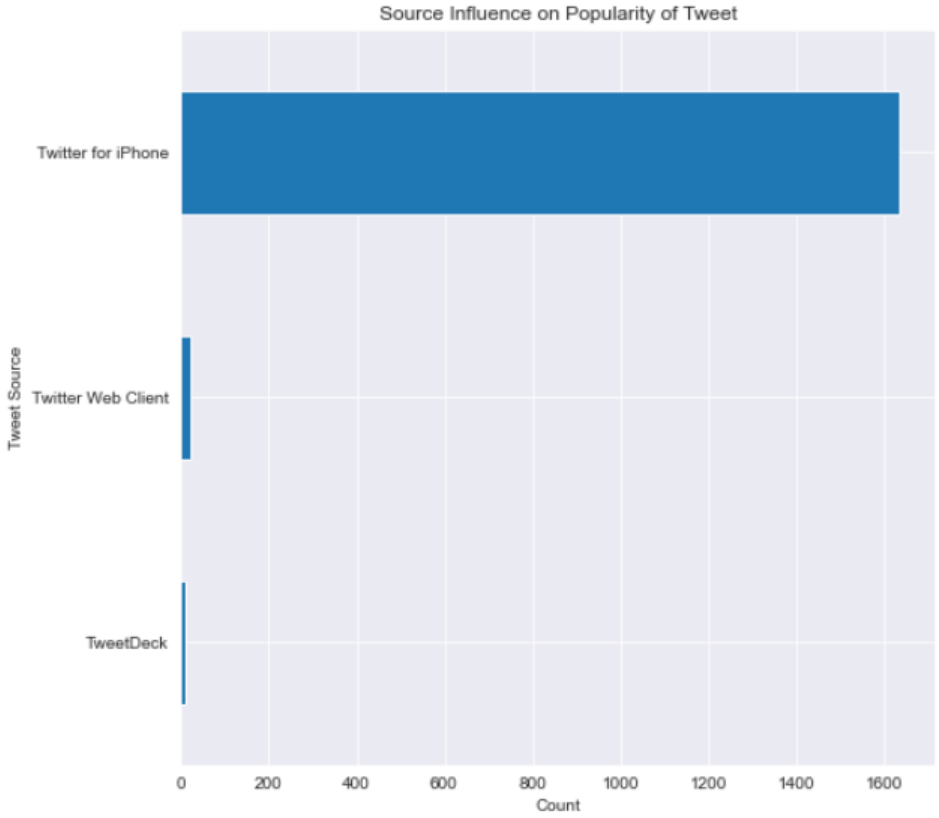
I analysed the master data to find the most common dog life stages; and visualized the result using the pie chart shown in the plot above. Based on the insight I concluded that dogs in Pupper stage get most tweets hence most attractions.

3. Most Common Value for Rating (Numerator)



From my analysis, I was able to find out that the most Dog numerator rating is 12.

4. Does the Source of the Tweets influence popularity? (retweet count)



From the analysis of the data set, the result should that tweet made by iPhone users had more retweet counts. Thus, It can be concluded that to have the most engagement, tweet should be made with an iPhone.

Conclusion

In summary, this analysis was worth every step. In fact, analyzing such fascinating data set gave me so much satisfaction as it aligns with my purpose of taking this course in the first instance. The WeRateDogs is truly an excellent page for all lovers of dogs and I encourage you to visit them on Twitter and have a look at what they have in store. More importantly use their rating and retweet functions.