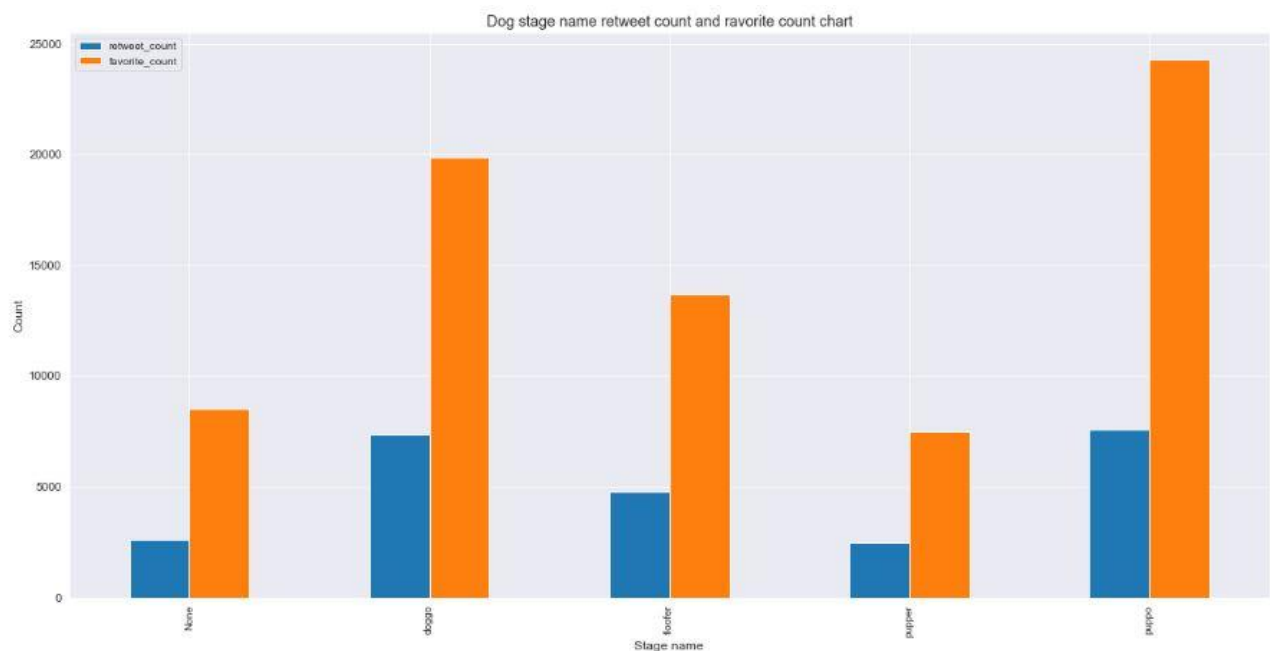**Wrangling data Insights and Visualization**

After data gathering, assessing, cleaning and identifying quality and tidiness issues and resolving them, the next step is data insights and visualization. In the report we provide a brief description of the data insight and visualization of the twitter WeRateDogs dataset. I perform the following insights on the cleaned data:

i.   Checking the dog stage name with the highest retweets and favourite count

puppo is having 7560.523810 retweet count which is the highest retweet in average and it still recorded the highest favorite count with 24271.571429 in average while pupper is the least having 2463.432692 retweet count which is the lowest retweet in average and it still recorded the lowest favorite count with 7479.076923 in average. From the chart below, when deciding how to drive more users to the page, the owner of the WeRateDogs twitter account needs to be aware of the correlation between retweets counts and favourite counts. This can help the page owner understand which dog stage his viewers love most and which one they dislike in order to improve on those ones while utilizing the most loved ones to drive more traffic. Below is a bar chart for dog stage name retweet count and favourite count

ii. Checking which dog stage is the most popular among all the stages
the most popular dog stage name is the pupper with 257 dogs while the least popular dog stage name is the floofer with 10 dogs and 1976 dogs where not categorized as shown in the figure below

```
Out[61]: None       1646
         pupper      208
         doggo        60
         puppo        21
         floofer       8
         Name: dog_stage_name, dtype: int64
```

iii.   Which dog have the highest number of breed?

golden_retriever has the highest number of breeds followed by Labrador_retriever, Pembroke and Chihuahua while the dogs with least breed includes padlock, ping-pong_ball etc. The owner of the WeRateDogs page might use this data to develop targeted marketing campaigns for particular breeds that aren't popular in order to boost their popularity while also utilizing breeds that have been shown to be popular in order to enhance user traffic to the page. This is shown below

```
Out[62]: golden_retriever      135
         Labrador_retriever     93
         Pembroke               87
         Chihuahua              77
         pug                    54
                              ...
         shopping_basket         1
         piggy_bank              1
         pot                     1
         boathouse               1
         padlock                 1
         Name: p1, Length: 371, dtype: int64
```

iv.   Which dog has the most popular name?

Charlie is the most popular dog name followed by Cooper and Lucy while the least popular dog name is Pumpkin, Diogi etc as shown in the figure below.

```
Out[63]: Charlie    11
         Lucy       10
         Tucker      9
         Penny       9
         Cooper      9
                    ..
         Jaycob      1
         Jeremy      1
         Chaz        1
         Harrison    1
         Stuart      1
         Name: name, Length: 921, dtype: int64
```