

# Kool Katz Process Book

Daniel Ayoung-Chee

Ziwei "May" Tang

Joshua Lee

Yuang Zhang

# Team Agreement

## Communication

- We will communicate via **Discord** and expect timely responses within 10 hours.
- Urgent matters should be flagged with “@everyone” or direct messages.

## Meetings

- We will meet **1 time per week** through **Discord at Tuesdays @ 1:30-2:30PM**.
- If a member cannot attend, they must notify the group and do the work they have missed.

## Collaboration & Work Division

- Though tasks will be divided, all members are responsible for understanding the project.
- Code, documentation, and design decisions should be clear and accessible to everyone.
- We will use **GitHub and Git** to collaborate and track progress.
- We will use Jira for task distribution if needed

## Decision-Making

- Final design and implementation decisions will be made through group discussion.
- In case of disagreement, we will vote, with the majority decision holding, in case there is a tie, we will seek external advice such as the TA or the professor.
- All members are expected to compromise fairly and respectfully.

## Non-Performing Members

- If a member consistently fails to contribute:
  - They will receive a warning from the team.
  - The issue will be documented in the process book.
  - If unresolved, the team reserves the right to notify the instructor for grade adjustment.

## Tools & Workflow

- **Github** for code version control
- All code will follow consistent style and be well-documented through comments.
- Feature branches should be utilized.

## **Signatures**

By signing below, each team member agrees to uphold the terms of this agreement.

Team Leader: Daniel Ayoung-Chee

Team Members:

- Ziwei "May" Tang
- Joshua Lee - jlee3968@gatech.edu
- Yuang Zhang email: yzhang3963@gatech.edu

Date: 8/27/2025

# **Project Proposal- The Tale of Two Tails**

## **Project Abstract**

Cats and dogs are the world's most popular household pets. In Eastern and Mediterranean cultures such as Japan, Turkey, and Greece, cats often hold symbolic and spiritual significance. On the other hand, dogs, unlike cats, have been thoroughly domesticated from wolves, and have become "man's best friend" in Western societies. Though both cats and dogs are employed as working animals, some view cats as only mousers, and not pets. Additionally, cats cannot be service animals in many countries. This project explores the varying attitudes of cats versus dogs, examining both historical and contemporary contexts, and how that impacts pet owners. Comparisons between media representation, pet-related consumer products, and societal attitudes across regions will be analyzed. The analysis aims to reveal patterns in cultural preference, commercialization, and societal perceptions of cats and dogs.

## **Potential Data Sources**

1. Pet product Availability & Sales:
  - a. Amazon Best Sellers by category
  - b. Petco and PetSmart online catalogs
  - c. Euromonitor International pet care market reports
2. Cultural & Historical References
  - a. Top movies in regions that feature cats and/or dogs
  - b. Popular characters in regions that are cats and/or dogs

- c. Academic articles that mention cat and/or dogs
  - d. Museum collections or archives featuring cats and/or dogs
3. Pet Ownership Statistics
    - a. Pet ownership by country statistics
  4. Social Media Representation
    - a. Hashtags by region
    - b. Google trends by region
    - c. YouTube video popularity
    - d. Followings of Cat vs Dog Influencers
  5. Consumer Sentiment
    - a. Reddit discussions
    - b. Reviews of Pet Stores

## Project Plan

The audience of “The Tale of Two Tails” will be:

1. General cat/dog owners and enthusiasts
2. Pet industry professionals (vets, groomers, market researchers etc.)
3. Animal welfare and advocacy organizations (humane societies, shelters, animal rights activists etc.)

The primary target audience will be general cat/dog owners and lovers who either just own a pet or appreciate pets without making a profession out of it. This is a very wide range of individuals, and there are more dedicated pet owners than others. However, it can be assumed they are familiar with common stereotypes, trends, and basic information about cats/dogs. They are also interested in knowing more about cats/dogs, since they either own one or really like them. They should have moderate visualization literacy and can understand basic chart types. Information should be presented in a clean, straightforward way that's also engaging to this audience. There should be more focus on the narrative, not exhaustive technical details, since they likely wouldn't be interested in that.

Questions that will be interesting to our target audience:

1. What percentage of households in different states own a cat versus a dog?
2. How do pet-related spending habits compare for cat owners versus dog owners?
3. Are there more options for someone looking for a dog or cat?
4. Are there more cat-friendly or dog-friendly public spaces?
5. Are dogs or cats represented more in major media?
6. Do the presence of cats and dogs in movies affect their ratings?
7. What movies are higher grossing: dog or cat movies?
8. What is the comparison between live-action and animated cat & dog movies?
9. Do dogs or cats have a higher online presence?
10. Are there differences on a state-level about cat vs dog statistics or is the US homogenous?
11. Is there a correlation between a state's typical lifestyle and its preference for cats or dogs?
12. Are there more product options for cats or dogs?
13. How do the adoption rates of cats and dogs from shelters differ?
14. Do shelters receive more cats or dogs?
15. Are dogs or cats more expensive to have?

What data do you have? Give a brief description of each attribute and its data type (categorical, ordinal, or quantitative) in your process book. It's OK if you are not sure about the data type for some attributes - you can simply describe them (e.g., geographic location).

- Movie keywords and characters (searching for "cat" vs. "dog") (Categorical)
- Number of cats and dogs in shelters (Quantitative)
- Popularity of pet toys (Quantitative)
- Stray animal count (Quantitative)
- State level adoption averages (Quantitative)
- Amount of research done on cats vs dogs (Quantitative)

Do you expect to do substantial data cleanup? How will data processing be implemented? Try to minimize the amount of cleanup you have to do by finding cleaned and ready-to-go data sources whenever possible.

- Yes, we will be obtaining movie metadata and cleaning up information about keywords and references to find how many total references are towards cats versus dogs.
- We also have access to direct numbers on animal shelters and stray dogs/cats so this would require less cleanup

- A lot of shelter and pet ownership data is actually behind paywalls, so manual data entry was required
- Pet toys may require more in-depth cleanup because we need to assess whether each kind of toy is made for a cat or dog based on the product description and name (or if it is a toy for both animals)

## Data Exploration

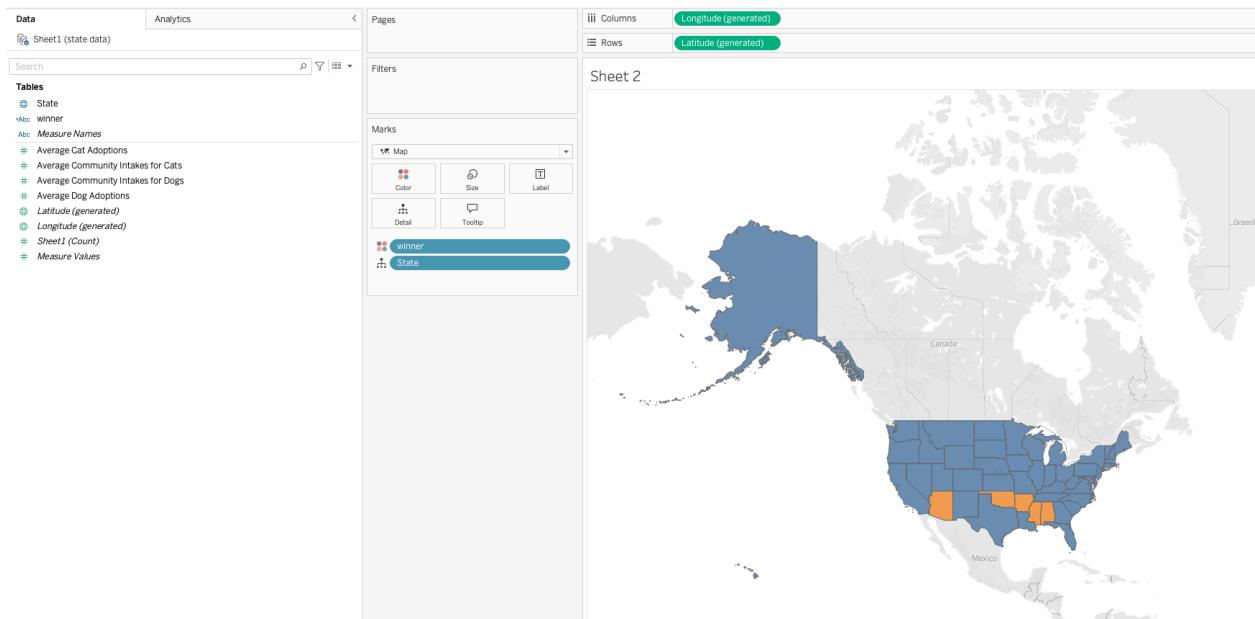
### Shelter + Academia info: May

<https://www.shelteranimalscount.org/>

Shelter Animals Count is a very good organization with good data that's unfortunately behind a \$500 paywall. They have a free dataset but it's outdated and not separated by animal breed. We also originally wanted to look at international shelters but found that finding the data was very difficult and if it was found, like this American organization, it was behind a paywall.

However, I found that I could use their existing 2024 analytics (they release yearly and mid-year reports about the data they have) and find my own insights. Plus, the reports they have are really good, and provide useful insights (and answer some of the questions we had).

For example, I found that in most states, shelters are more likely to have higher *average* cat adoption amounts in 2024. This is *not* the same as totals.



This is interesting because from the 2025 mid-term report:

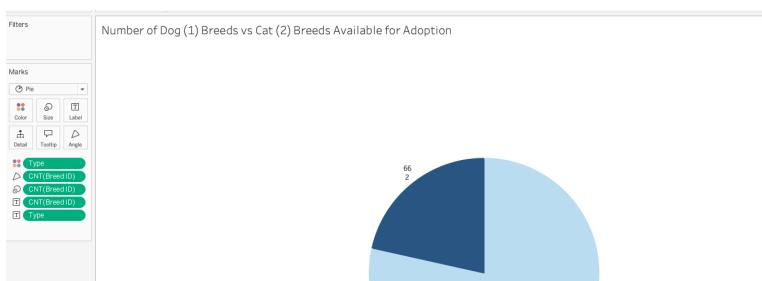
- Dogs are 2% more likely to be adopted in the first half of 2025
- More dogs are euthanized than cats (by numbers)
- More dogs than cats enter shelters

But we still see shelters having higher average adoption rates for cats meaning there may be outliers. It's also important to note that shelter data may not be fully accurate because there are breeders who also sell dogs, but it's hard to find comprehensive data about that (most breeders don't report to one central organization like how shelters do).

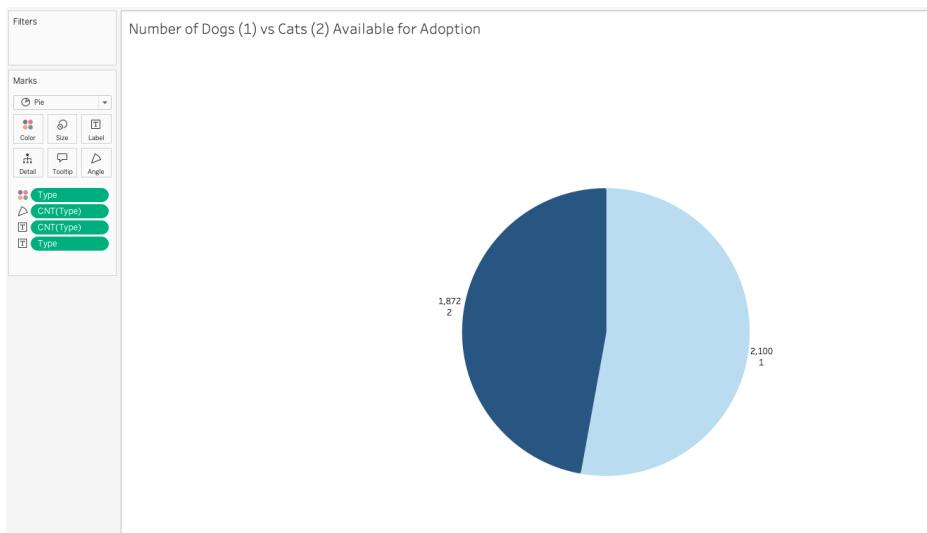
I will also note that statistics done by trustworthy, veterinary associations about pet ownership are also behind paywalls, so I couldn't create my own insights from that either. With this in mind, we may narrow our focus to be just on the United States, since it was extremely difficult to find this kind of data for other countries.

<https://www.kaggle.com/competitions/petfinder-adoption-prediction/data>

In 2016, there were a lot more options of dog breeds than cats to choose from on PetFinder, which makes sense because there are more dog breeds than cat breeds. Maybe people like variety.



There were also more dogs up for adoption than cats.

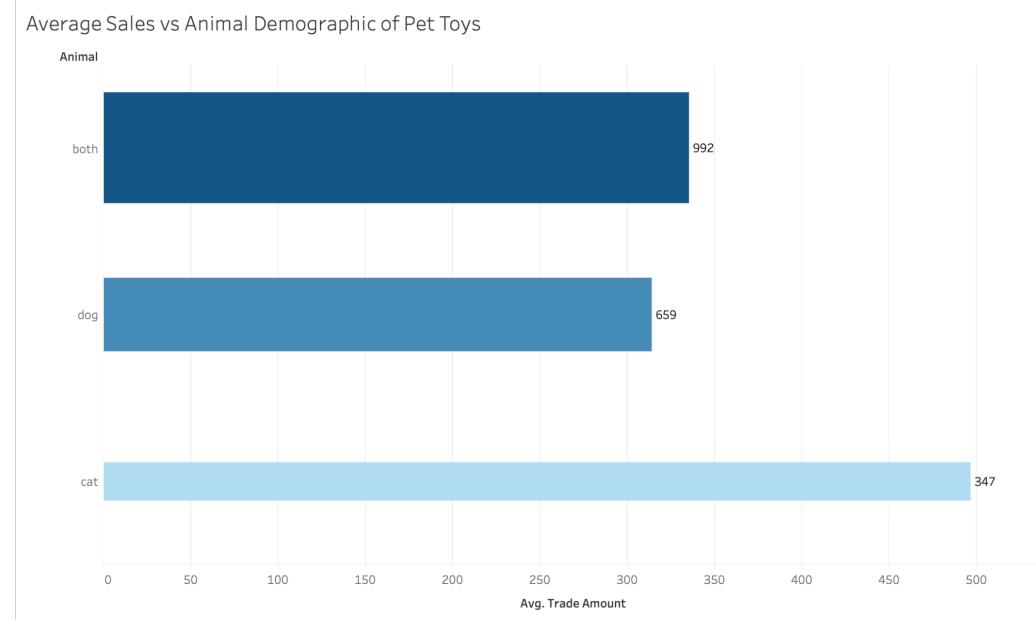


There is a lot less research done about cats/feline animals. I found the number of articles containing keywords on 9/10/2025. (For JSTOR, only academic publications were taken into consideration.) This makes sense. There are

so many dog breeds due to human intervention, which also means more research.



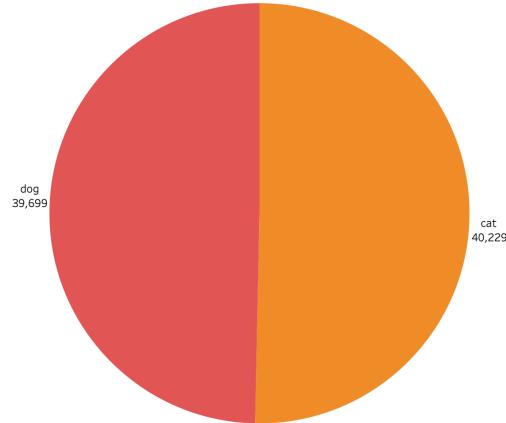
On average, cat products cost more than dog products. Cat accessories, grooming, medicine, and supplements were slightly more expensive, while dog bedding and toys were more expensive than their cat complements.



(Based off data from Aliexpress)

Additionally, toys are mostly targeted towards both animals. For animal specific toys, dog owners choose from a greater variety of toys, but cat owners buy at a greater quantity. Pet toys with keyword “cat” had a greater average sale amount than toys with keyword “dog” with general use pet toys with both “cat” and “dog” keywords having average sales in the middle. However, in terms of product quantity (represented by thickness and number), dog toys by far had a greater variety than cat toys, and there were almost triple the toy options offered for general use toys compared to cat toys.

Number of Cat toys sold vs Dog toys sold



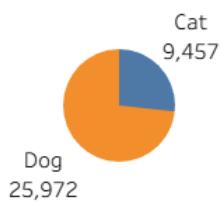
But, when the total number of cat and dog toys sold were compared, it revealed almost a 50/50 split.

Cat and dog owners aren't more or less passionate or caring about their pets, but the products marketed towards each animal is by far the limiting factor. While dog wants like toys and bedding are relatively more expensive, cat essentials like grooming, medicine, and supplements were undeniably more expensive than their dog counterparts. With a greater variety of dog toys available in the market, cat owners are forced to buy the same toys over and over again.

### Social media info: Yuang

<https://research.google.com/youtube8m/>

Number of Youtube video entities that are based on cats and dogs

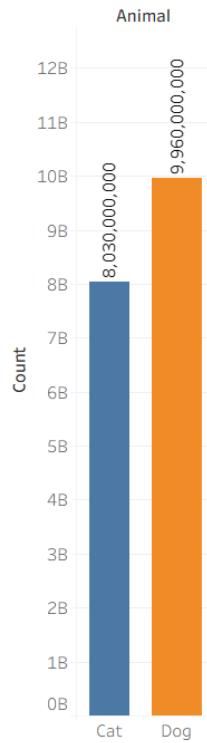


This data is interesting because dogs almost have three times the amount of video entities as dogs, which means that dogs are a lot more popular than cats on youtube. The reason could be that since youtube video is a mid-long video website, dogs generate more content than cats in terms of mid-long videos.

<https://dogwithblog.in/cats-vs-dogs-internet-popularity/>

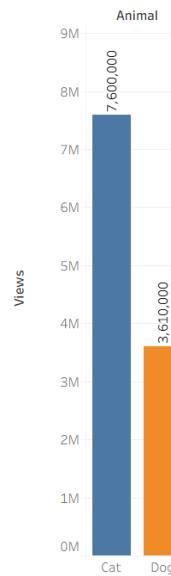
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The amount of webpage about cats vs dogs



For the amount of webpages, the stats between cats and dogs is similar; however dogs are still marginally more popular than cats in terms of the amount of webpages.

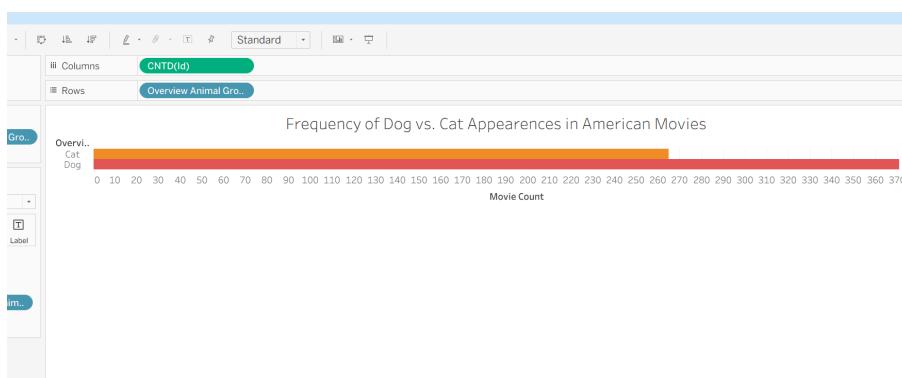
Wikipedia page views of Cats vs Dogs



It is interesting that Cats have a lot more wikipedia page views compared to dogs, because for every other internet view stats, cats always have lower views than dogs, but for the amount of wikipedia views cats are significantly higher.

## Movie info: Daniel

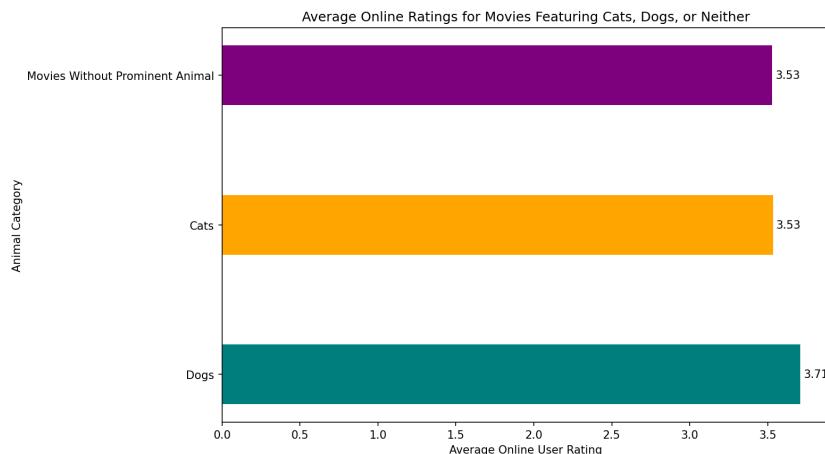
<https://www.kaggle.com/datasets/rounakbanik/the-movies-dataset>



Dogs appear in around 370 movies, while cats appear in around 265 movies. This suggests that dogs are featured in films more frequently overall, which may reflect how they're perceived as easier to integrate into family, adventure, or live-action stories.

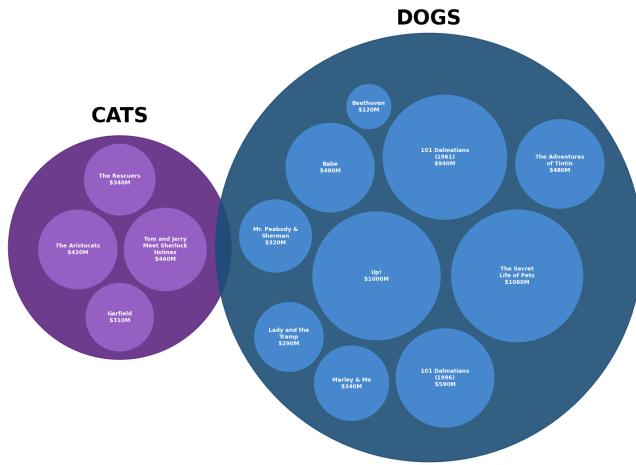
The higher number of dog movies could also point to cultural preferences – dogs are often portrayed as loyal companions and heroes, making them popular choices for mainstream storytelling.

Cats, by comparison, are still well-represented but in fewer films, which may suggest they're more often used in selective or specific types of stories, like animation or supporting roles rather than main characters.



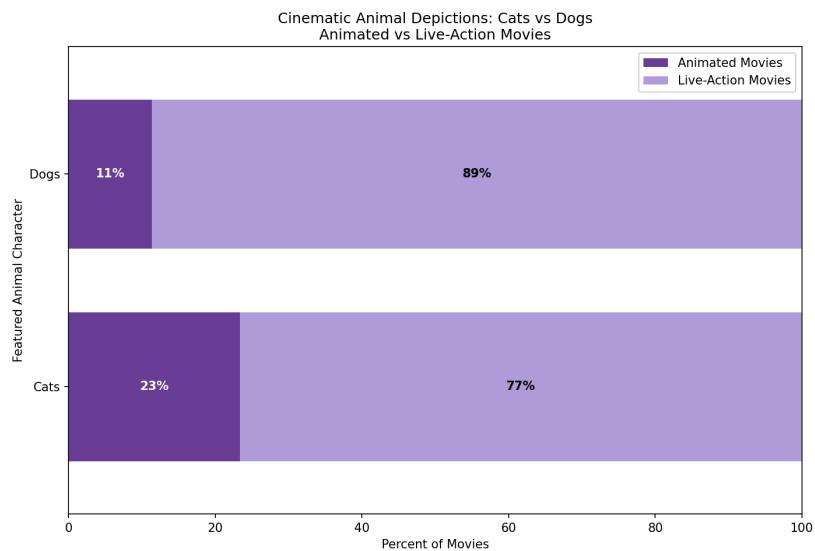
Movies featuring dogs have the highest average online user rating at 3.71. Movies featuring cats have a slightly lower average rating of 3.53, which is the same as movies without a prominent animal. This shows that while cat movies rate about the same as movies without animals, dog movies are reviewed more positively overall.

## Cats vs Dogs Movies by Revenue



Dog movies make way more money overall. The largest dog films like *The Secret Life of Pets*, *Up!*, and *101 Dalmatians* each brought in close to or over a billion dollars, while the top cat movies sit in the few hundred million range. Cat movies tend to cluster around smaller but still steady box office numbers, like *Garfield* at \$310M or *The Aristocats* at \$420M. None of them hit the same blockbuster levels as the biggest dog movies.

This shows that dogs in film are tied more to major studio franchises and family blockbusters, while cats usually appear in more modest animated stories that still do well, but don't break into billion-dollar revenue.



Dog movies are mostly live-action. This suggests that dogs are often shown in more realistic, family-friendly, or adventure-type stories.

Cat movies, on the other hand, lean more toward animation. A bigger share of cat films are animated compared to dog films, showing that cats are usually tied to more stylized or whimsical storytelling.

# Storyboard

Hook: More dog movies than cat movies

Rising insights: More dog social media than cat social media

So what?

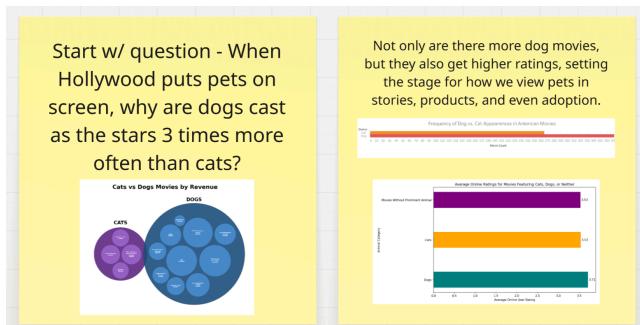
Main message: There is more research, content, and product variety for dogs than cats, which changes how both are perceived. There seems to somewhat be a snowball effect where: Wasn't any plan to domestic cats but there was in dogs so there's a lot of research about breeding dogs for "ideal" traits → no research done on cats → people view cats in a different light → lack of media representation, potential less adoptions, stereotypes about cats vs dogs → on top of that cat products are more expensive and there's less options (which can be frustrating and make people less willing to adopt cats)

Solution: Solution (more research, more recognition, better products, better human interventions and marketing)

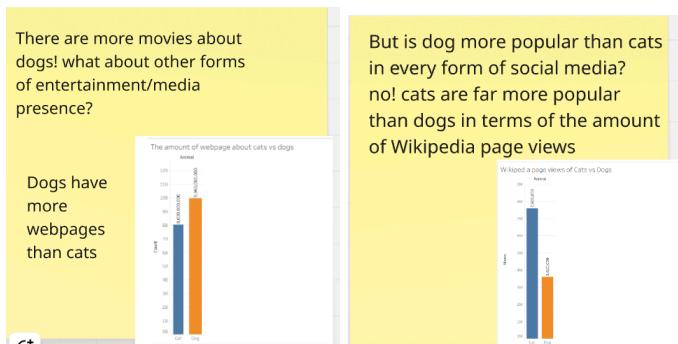
Wasn't any plan to domestic cats like with dogs and there's a lot of research about breeding dogs for "ideal" traits → a lot less research about cats → people view cats in a different light → lack of media representation, potential less adoptions → on top of that cat products are more expensive and there's less options (which can be frustrating and make people less willing to adopt cats)

Miro Storyboard: [View our Miro board](#) (Screenshots of each component are added below because it's hard to read as one big screenshot. It is recommended to view the Miro board.)

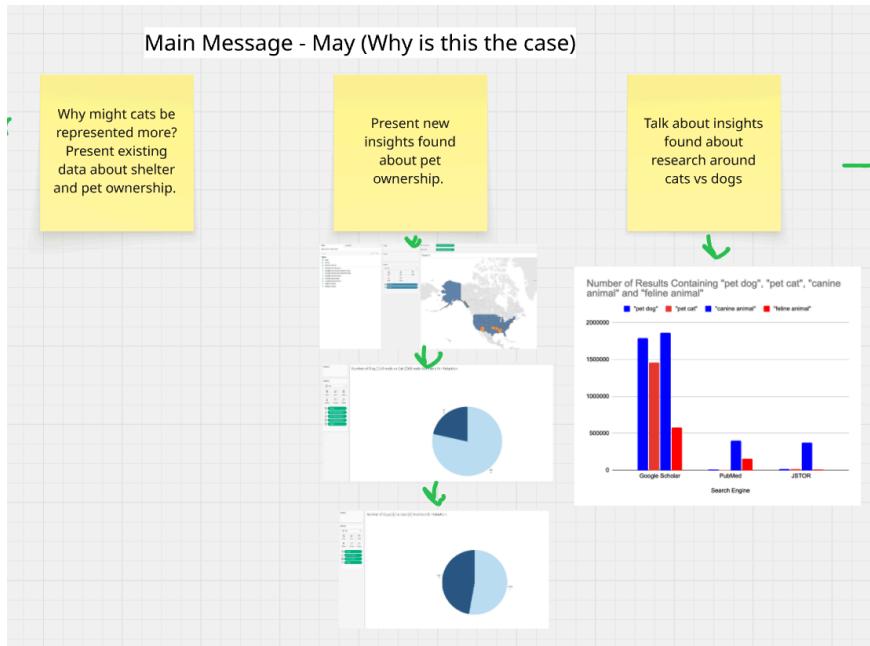
## HOOK - Daniel (Movies)



## RISING INSIGHTS - Ang (Media)



## MAIN MESSAGE - May (Ownership)



## SOLUTION - Joshua (Products)





Please document the above process in your process book.

1. Pick your main message.
  1. **Main Insight:** There is more research, content, and product variety for dogs than cats, which changes how both are perceived. There seems to somewhat be a snowball effect where: Wasn't any plan to domestic cats but there was in dogs so there's a lot of research about breeding dogs for "ideal" traits → no research done on cats → people view cats in a different light → lack of media representation, potential less adoptions, stereotypes about cats vs dogs → on top of that cat products are more expensive and there's less options (which can be frustrating and make people less willing to adopt cats?)
2. Sketch your data storyboard. Following the four steps that you learned in the lecture. You will create a data storyboard to communicate your main message. You can use pen&paper, which is the preferred option. You can also use Miro with the following steps.
  1. You will work with your team to create the story arc. Please make sure that your story arc is lined up with the four elements of a data story (hook, rising insights, main message, and solution), similar to what we showed in the lecture.
    1. **Hook:** More dog movies than cat movies? What are the ratings and total revenues of each movie featuring cats vs. dogs?
    2. **Rising insights:** for the movie industry, dogs are overall more popular than cats, is it true for social media as well? Are dogs more popular than cats in all forms of media?

3. Main message: Products (cat actually more expensive), cats are adopted less but not at a significant difference (go into why), research
  4. Solution: Solution (more research, more recognition, better products)
2. It is fine if you have multiple insights for each data story element, again as long as they are coherent.
3. Take a screenshot of the final data arc (or a photograph of your papers) and put it in your process book.

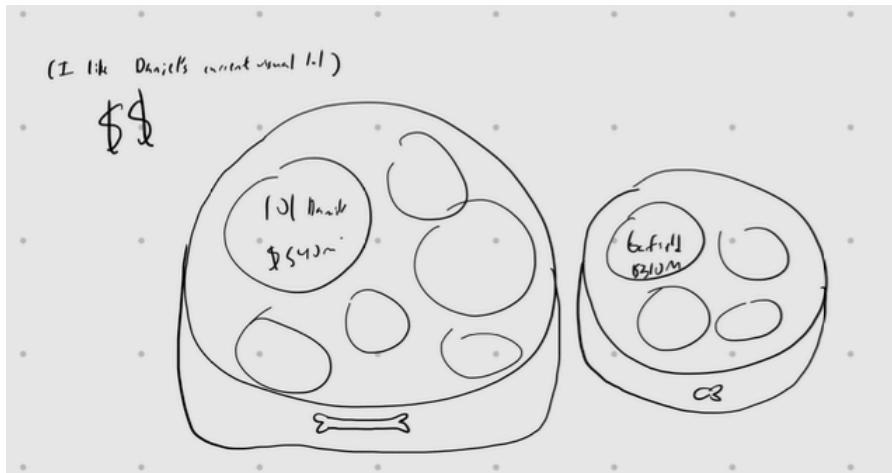
## Sketches

May Tang - #9, Message - #4, 9, 6 - : Dogs have the spotlight. They appear in more movies and have higher ratings. Cats are also 2x more likely to be animated. The only visual encoding are the "amount" of the five stars that are being filled (since it's on a scale of 0-5) to show the rating and that the number of movies for dogs is visually larger than the number of cats.

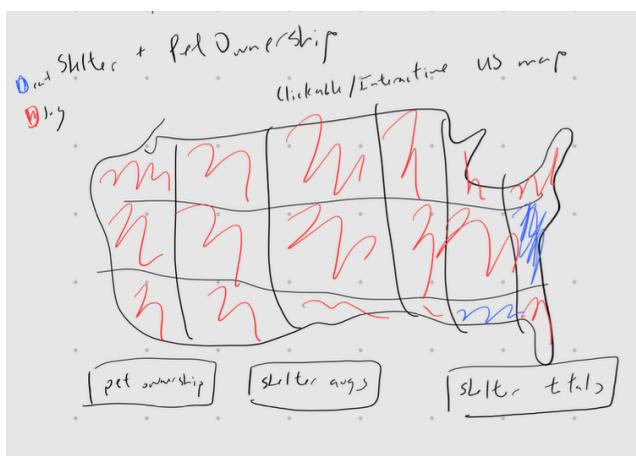


May Tang - #10, Message - #2, 6: Movies with dogs are much more profitable. Each circle within the food bowls represents a movie with the size being proportional to profit. The food bowl size is also proportional to the amount of money cat vs dog movies make in general.

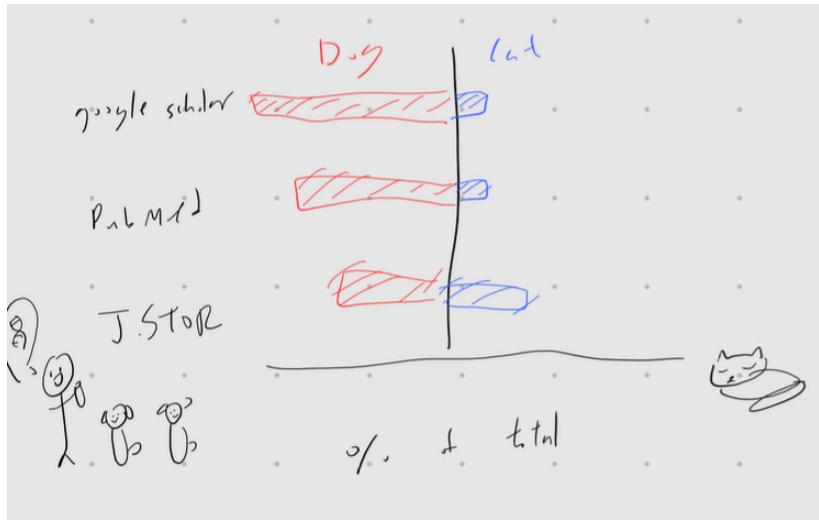
Insight: #3



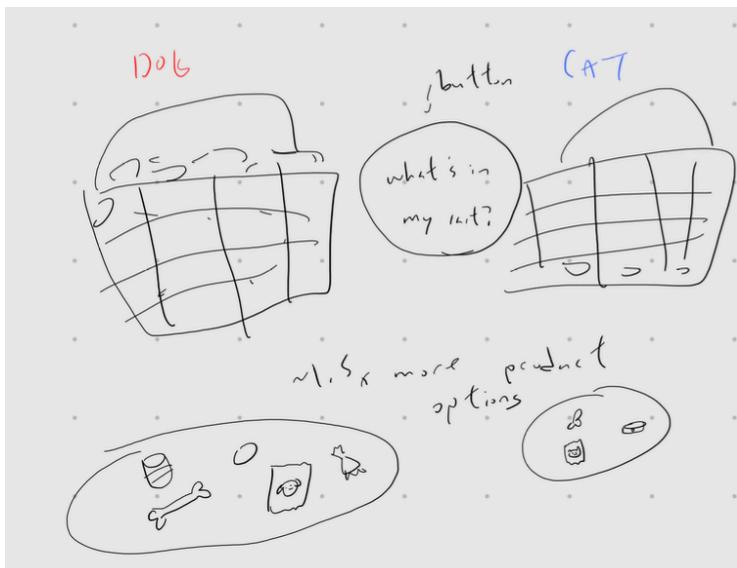
May Tang - #11, Message - #10: This is an interactive map of the United States that should answer state-specific cat- or dog-dominant questions (which pet is owned more, which pet is adopted more, which pet enters the shelter more). Cat-dominance is represented in blue and dog-dominance is represented in red.



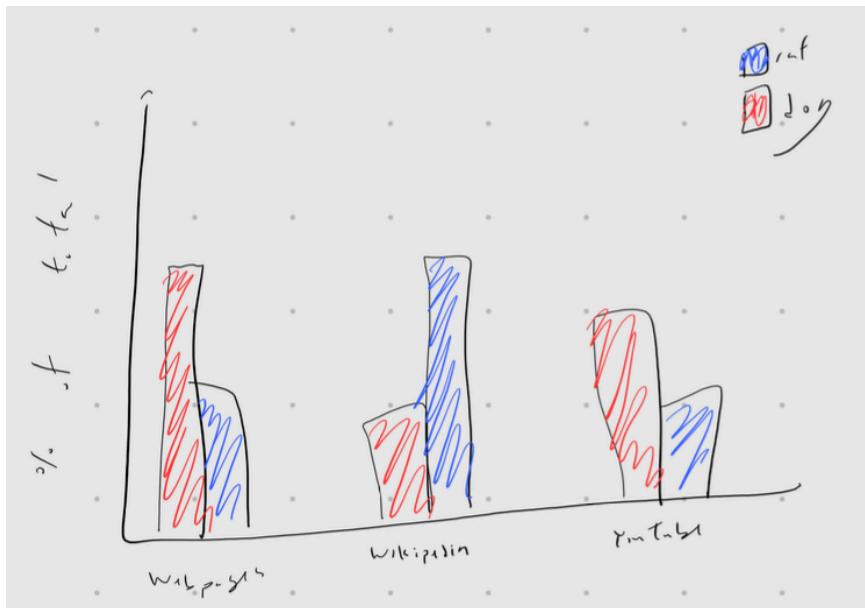
May Tang - #12, Message - #3: This shows how much more research there is on dogs as opposed to cats. Each bar represents the percentage of the research out there on pets is about dogs/cats.



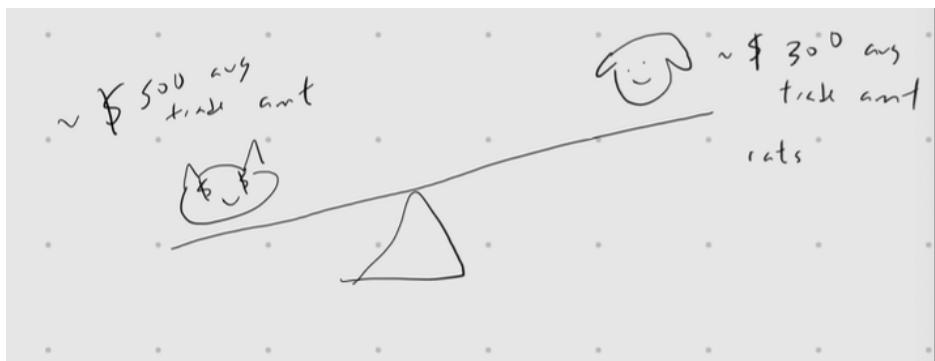
May Tang - #13, Message - #13: This isn't obvious but the dog's shopping cart should have more items in it than the cat's shopping cart. After clicking a button, it'll show how dogs have more product options than cats.



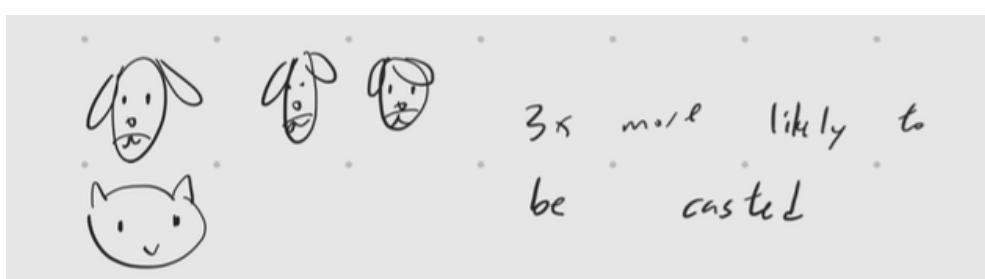
May Tang - #14, Message - #14: This is a simple bar graph that shows how dogs are more popular on social media (other than Wikipedia). The red bar represents dogs and blue bar represents cats.



May Tang - #15, Message - #15: This is a scale that shows how cats cost more than dogs.



May Tang - #16, Message - #15: Dogs 3x more likely to be casted than cats

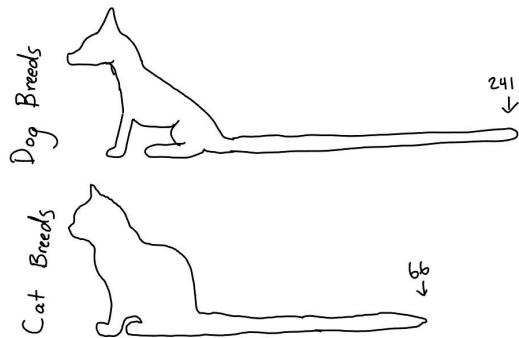


## Daniel Sketch #1: Cat vs. Dog Breeds

**Marks:** A line at the tail end of each bar and curvy outlines forming cat and dog shapes.

**Channels:** The cat and dog shapes are positioned side-by-side to emphasize comparison. The length of the tails shows the measurement, and arrows highlight the endpoints clearly.

**Insight 1:** The dog has a noticeably longer “tail” than the other, highlighting a difference in totals breeds between dogs and cats.

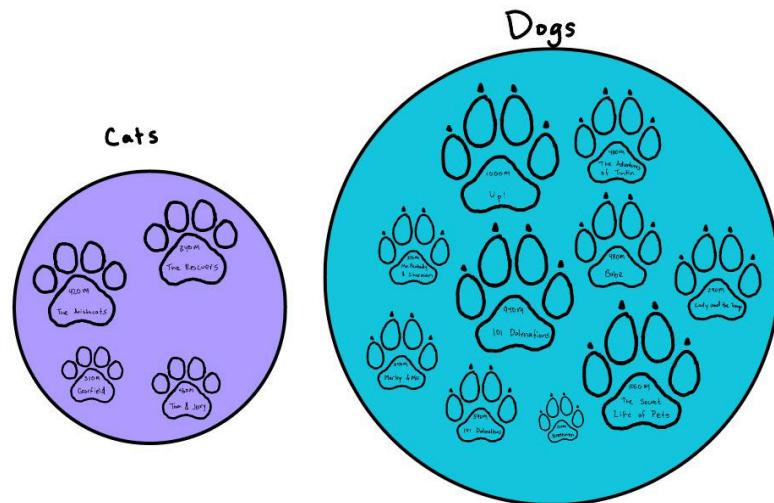


## Daniel Sketch #2: Top Grossing Cat vs. Dog Movies

**Marks:** Large circles divide dog versus cat movies, and paw-like shapes inside the circles represent individual films.

**Channels:** The total size of each circle reflects the number of movies, paw size represents revenue, and color distinguishes categories. Cats and dogs are placed next to each other for easy comparison.

**Insight 2:** Dogs have a larger overall share of movies and revenue compared to cats, with circle size and paw size reinforcing the imbalance in net revenue.

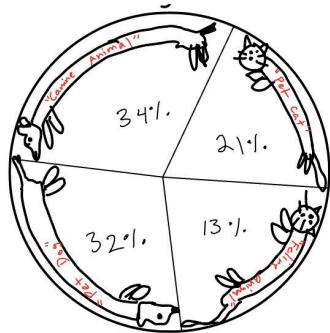


## **Daniel Sketch #3: Number of Results Containing Keywords in Google Scholar**

**Marks:** The circle is split with lines into different search categories, with points at the center and edges closing the full 100%.

**Channels:** Slice sizes indicate the percentage of searches, and cat or dog silhouettes represent the keyword category. The curvature of each animal is adjusted to fit within the circle, with animal length corresponding to search percentage.

**Insight 3:** Search interest is different between cats vs. dogs in scholarly articles, suggesting a higher academic/research focus in canines/dogs compared to felines/cats.

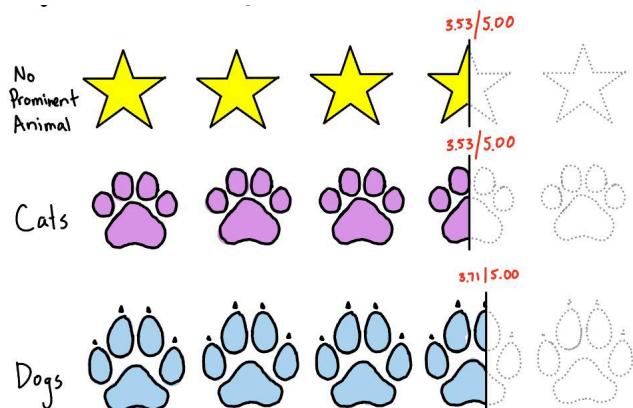


## **Daniel Sketch #4: Avg. Online Ratings for Movies Featuring Cats, Dogs, or Neither**

**Marks:** Shaded areas represent rating levels. Dotted lines show the maximum score of five.

**Channels:** Color differentiates categories, and shapes symbolize types of ratings. The ends of the lines mark exact scores, with labels for clarity. Categories are placed side-by-side to stress comparisons across them.

**Insight 4:** Dog movies tend to receive slightly higher ratings than cat movies, with dotted lines anchoring comparisons to the five-point maximum.

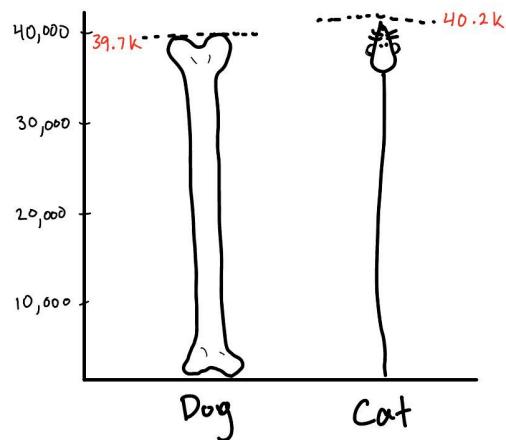


## Daniel Sketch #5: Number of Cat Toys vs. Dog Toys Sold

**Marks:** Each bar shows a toy category, with dotted lines marking the apex of the bar.

**Channels:** Bar height encodes magnitude, spacing provides accurate scale perception, and position of the bars allows clear category comparison. Labels beneath each bar ensure viewers can quickly identify categories.

**Insight 5:** Toys associated with cats and dogs are fairly similar, with cat toys being slightly more.

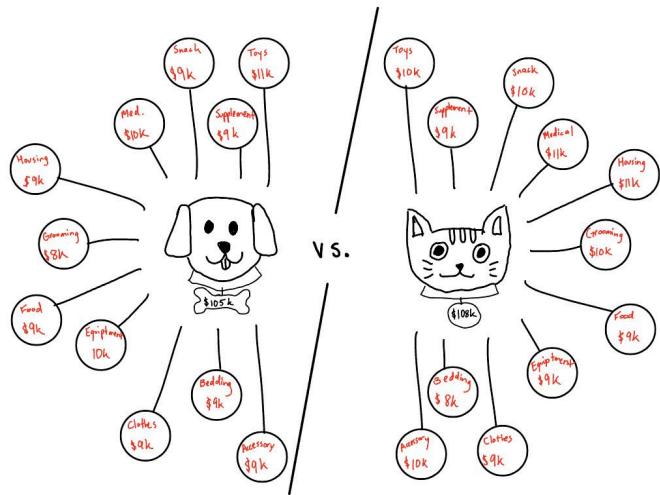


## Daniel Sketch #6: Price of Raising a Dog vs. Cat

**Marks:** 11 radiating lines each connect attributes to their category, and a line separates the dog side from the cat side. Illustrations of animals anchor the categories visually.

**Channels:** The attributes are spread evenly around their respective animal, and the orientation of lines emphasizes variety. The animal drawings highlight category identity.

**Insight 15:** This sketch conveys a broader variety of attributes tied to dogs compared to cats, with each service being totalled in each animal's lifetime. Though similar, cats beat dogs by \$5k.

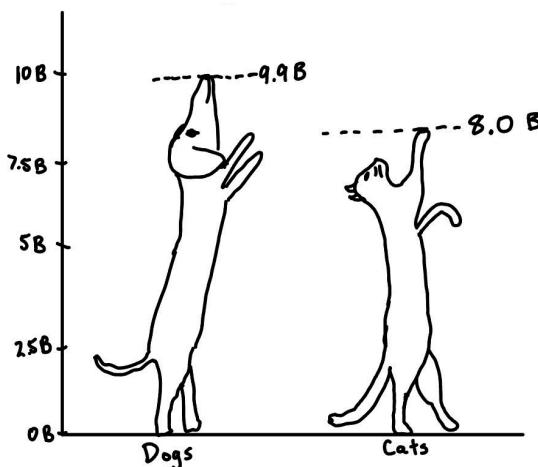


## **Daniel Sketch #7: Amount of Webpages about Cats vs. Dogs**

**Marks:** bar ticks represent quantities, with dotted lines at the bar ends to indicate totals.

**Channels:** Dog and cat silhouettes emphasize categories, and the side-by-side placement highlights direct comparison. Tick marks on the axis display the numerical scale, supporting accurate interpretation.

**Insight 7:** This sketch illustrates a direct numerical comparison, showing that dog pages are more prevalent than cat pages.

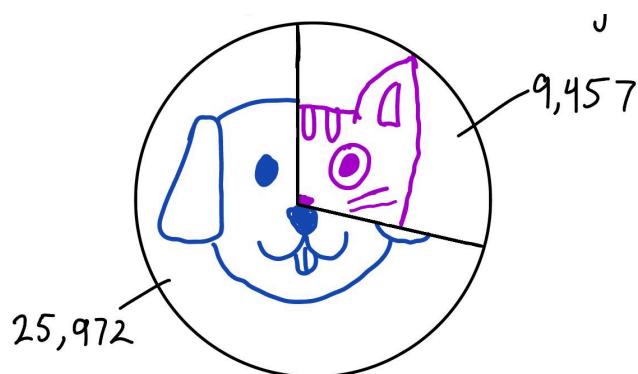


## **Daniel Sketch #8: Number of Youtube Videos Based on Cats vs. Dogs**

**Marks:** The whole circle represents the complete dataset, divided into slices with separating lines. Numbers are connected to slices with guiding lines.

**Channels:** The size of each slice corresponds to category share, with cat and dog faces visually filling each segment. Colors distinguish the groups, and overlapping positions stress direct comparison between animals.

**Insight 8:** This sketch emphasizes proportional breakdown, showing how videos about cats are significantly less prevalent than videos about dogs on Youtube.



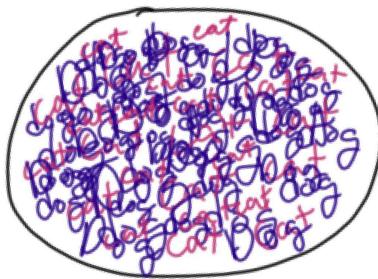
Joshua - 25



The posters represent the frequency of dog appearances vs cat appearances in movies. Each movie poster is about 65 movies give or take 5. (370 dog vs 265 cat) **Insight 6**

Joshua - 26

wikipedia  
Searches



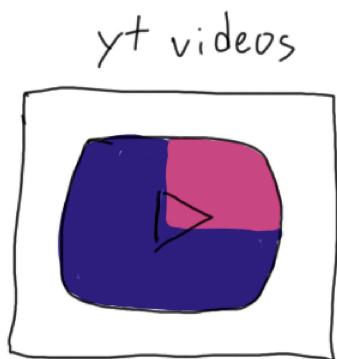
The circle has dogs and cats and the density of dogs vs cats represents the number of wikipedia page visits comparatively. I misread the data and accidentally put a lot of dogs and less cats.. Could sub-wikipedia for webpage visits, but this visualization has bad clarity so don't vote for it :3 **Insight 18**

Joshua - 27



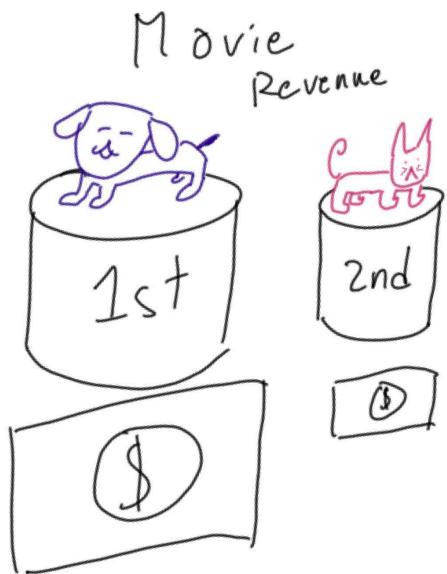
Cat products cost more overall compared to Dog products, so the scales are tipped towards the cat colored dollars. **Insight 15**

Joshua - 28



The number of youtube videos featuring cats vs dogs is about 1:3. **Insight 8**

Joshua - 29

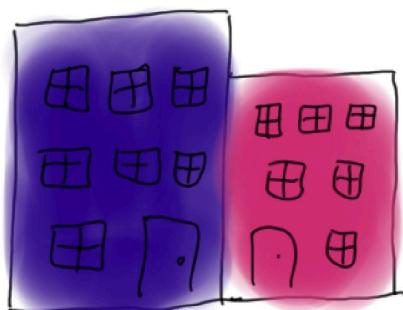


Dogs movies bring more revenue at minimum and brings 2-3 times more than cat movies on average. The dollar height/length is about 2.5 bigger on the left and the radius of the podiums are also comparative. **Insight 2**

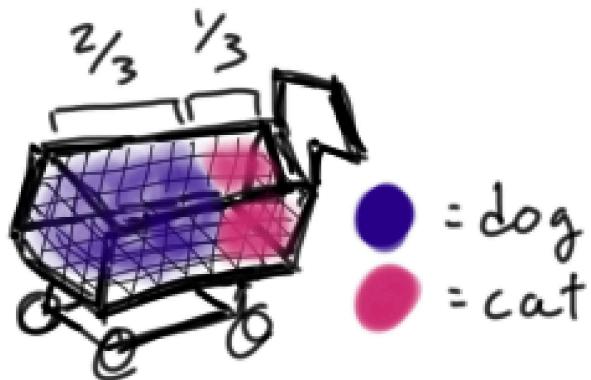
**Joshua - 30 Insight 17**

## Adoption Centers

田 = Animals for adoption  $\times 300$



**Joshua - 31**



Dogs toys available on the market compared to cat toys available. The shopping cart is split into purple and pink sections representing that there is twice the variety of dog toys compared to cat toys. **Insight 13**

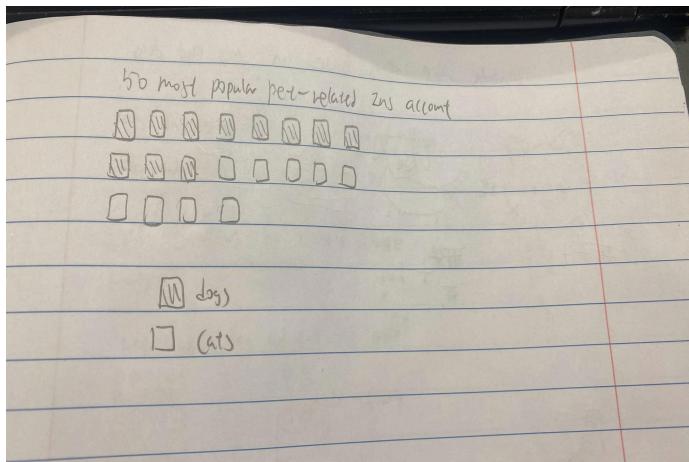
Joshua - 32



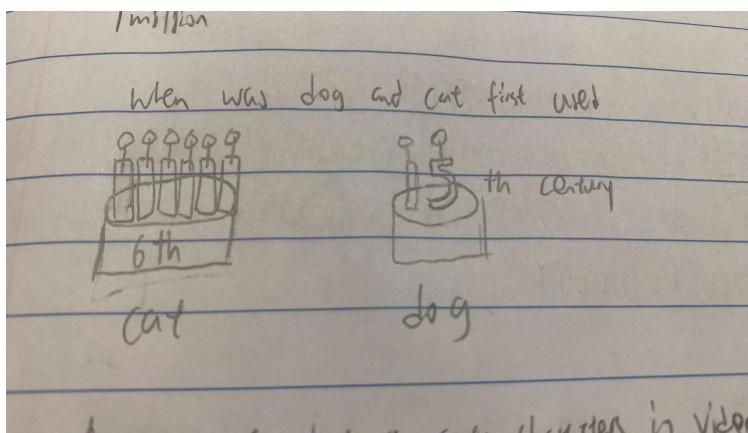
The number of cat breeds vs dog breeds compared (Insight 1). Dogs are represented with the purple snacks while cats are represented with the pink snacks. **Insight 1**

Yuang sketch 17 message 19:

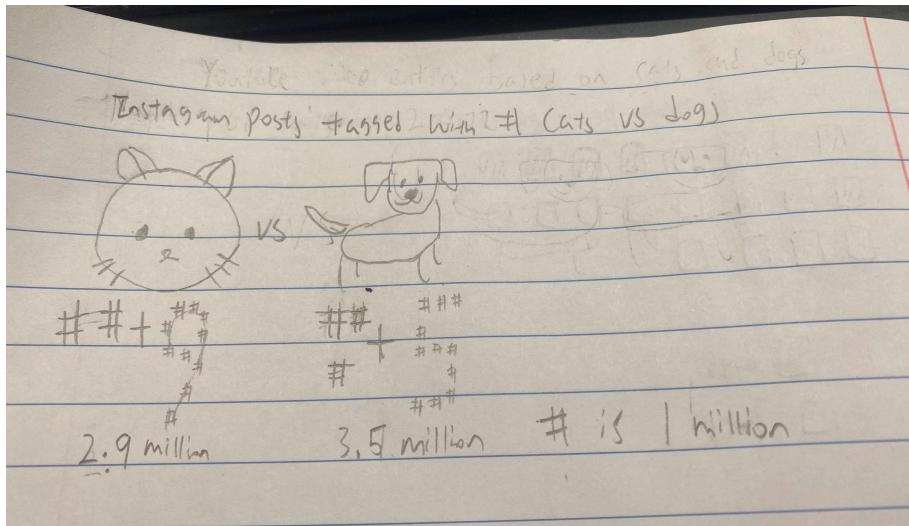
This sketch shows the most popular pet related instagram account's count between cats vs dogs. The data shows that the amount of popular dog instagram accounts is higher than cats.



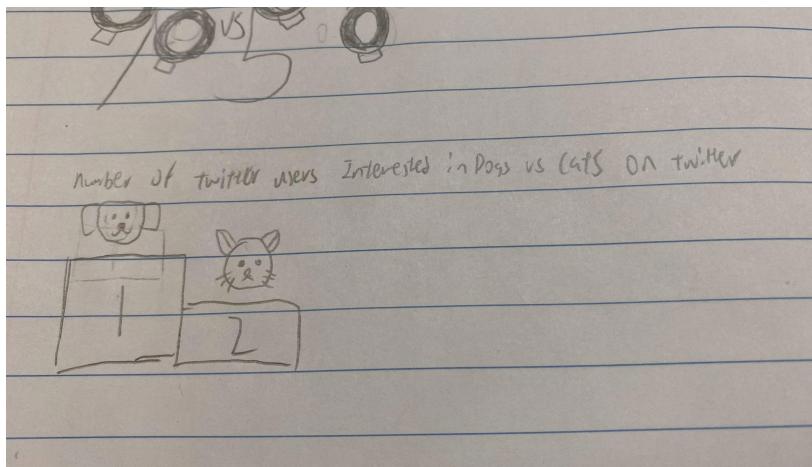
Yuang sketch 18 message 25: this sketch shows when the term dog and cats were first used, the word cat is used earlier than dog



Yuang sketch 19 message 20: this sketch shows instagram posts tagged with cats vs dogs. One # represent 1 million tags and the 9 and 5 looking shape after the ## represent 900k and 500k.

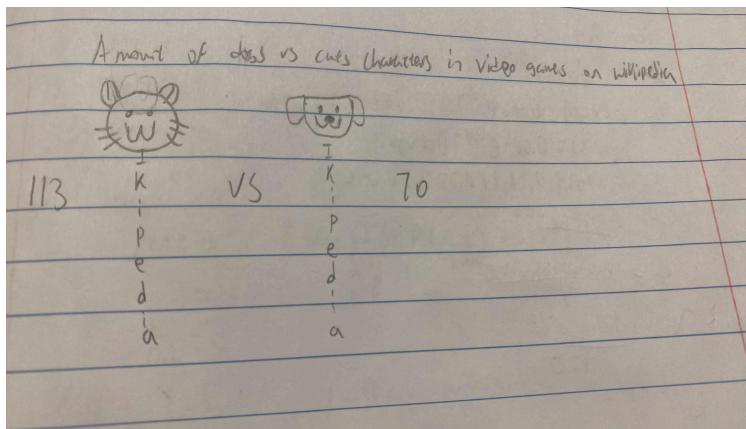


Yuang sketch 20 message 21: this sketch shows the number of twitter posts of dog vs cats, the height of the podium shows the relative percentage of cats vs dog posts on twitter

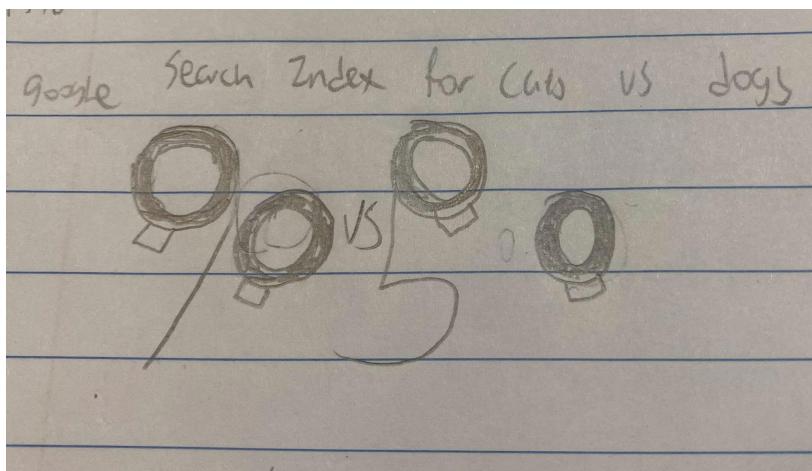


Yuang sketch 21 message22:

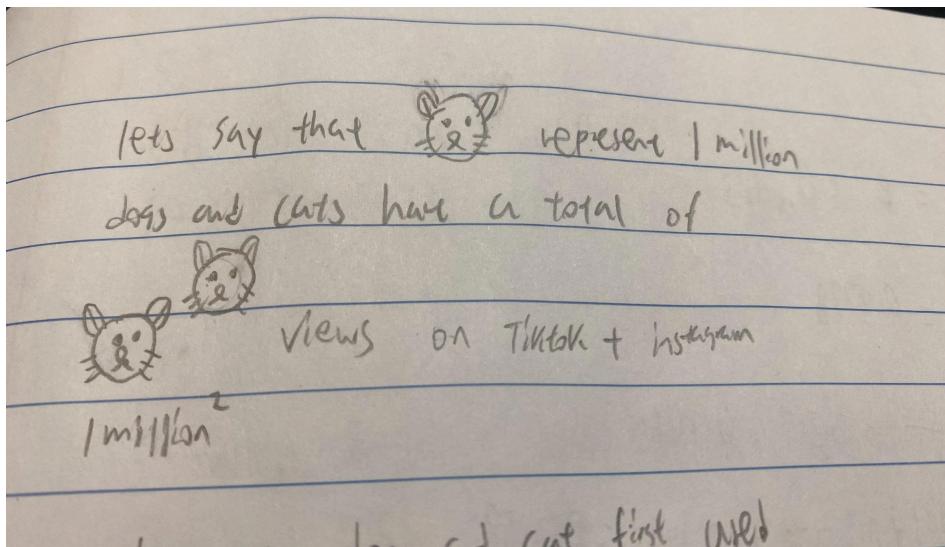
This sketch shows the amount of dogs vs cats video game characters on wikipedia. And cats have more video game characters on wikipedia.



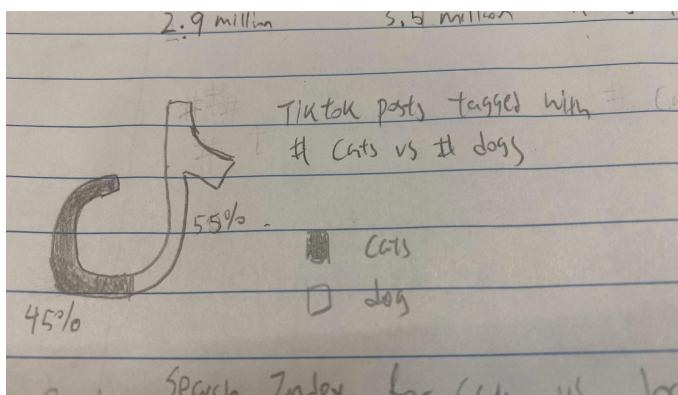
Yuang sketch 22 message 23: this sketch shows the average search index of cats vs dogs, the circle shape represents a microscope and the left is dog and right is cats.



Yuang sketch 23 message 26: this sketch shows the total views of cats + dogs videos on tiktok + instagram. This data shows how popular cats and dogs are.



Yuang sketch 24 message 24: This sketch shows the tiktok videos tagged with cats vs dogs percentage and dogs have more tags than cats.



# Sketch Winners

Message IDs, Affinity diagramming, and voting process: [+ sketches sheet](#)

## Message ID Table:

A	B
Message ID	Message
1	more dog breeds than cats
2	dog movies make more money
3	more dog research than cat research
4	dog movies are higher rated than cat movies
5	Toys associated with cats and dogs are fairly similar
6	more dog movies than cat movies
7	dog vs cat webpages
8	dog and cat representation on youtube
9	cats are 2x more likely to be animated
10	Dogs are more popular in the United States according to shelter and pet ownership statistics.
13	Cat owners have less product options than dog owners.
14	dogs have a greater overall online presence than cats
15	cat products cost more than dogs
16	dogs 3x more likely to be casted than cats
17	numbers of dogs vs cats up for adoption
18	Comparison of wikipedia page visits dog vs cat
19	Dogs are more popular than cats in terms of the most popular pet related instagram account
20	Dogs have more instagram post tagged than cats
21	Dogs have more twitter posts than cats
22	Cats have more wikipedia video game characters than dogs
23	the average google search index for dog is much higher than cats
24	Number of tiktok videos tagged with dogs is more than cats
25	The term cat is being used earlier than cats
26	cats and dogs have very high amount of views on social media combined together

## Affinity Diagramming Table:

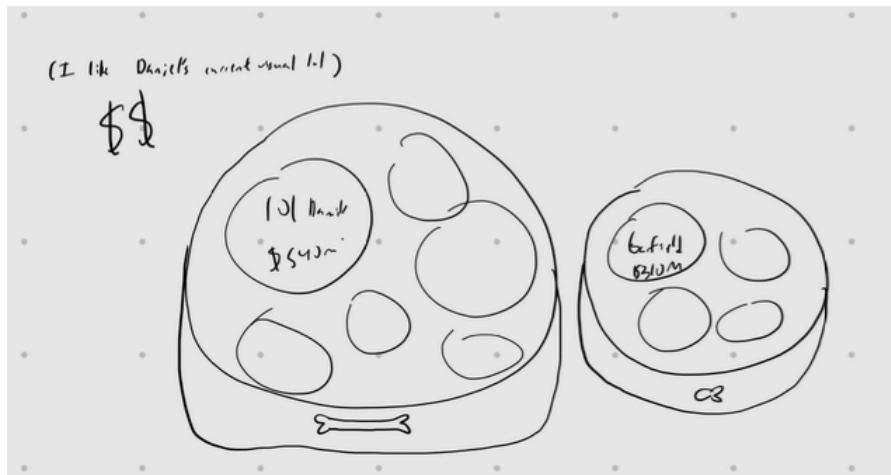
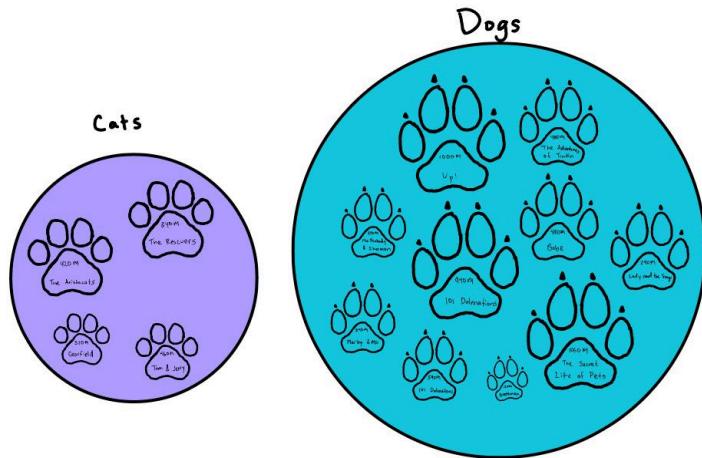
	A	B	C	D	E	F	G	H	
1	sketch ID	Message ID		Author	Daniel Votes	May Votes	Josh Votes	Yuang Votes	total
2					this is very cute and for our bar graphs we should steal this visual				
3	1		1	DA					0
4	32		1	JL					0
5	2		2	DA					0
6	29		2	JL					0
7	10, 2		2, 6	MT, DA		1	1		2
8	3, 12		3	DA, MT	1				1
9	4		4	DA	1	1	1	1	4
10	9		4, 9, 6	MT					0
11	5		5	DA					0
12	6		15	DA			1	1	2
13	25		6	JL		1			1
14	7		7	DA				1	1
15	8, 28, 24		8	DA, JL, YZ	1				1
16	11		10	MT	1	1	1		3
17	13, 31		13	MT, JL	1	1	1	1	4
18	14		14	MT					0
19	15, 27		15	MT, JL					0
20	16		16	MT					0
21	30		17	JL					0
22	26		18	JL				1	1
23	17		19	YZ					0
24	18		25	YZ					0
25	19		20	YZ					0
26	20		21	YZ					0
27	21		22	YZ					0
28	22		23	YZ					0
29	23		26	YZ					0
30	social media should have a combined dashboard								

## How we voted: decisions and rationale for choosing the sketches you are planning to implement.

Our chosen sketches most efficiently summarized our story while also being visually appealing and intuitive. :D We also wanted to try a variety of different ways to display our information, focusing on illustrations that were both clear and visually appealing. We did decide that even though some sketches didn't win in the voting, they still had good elements that should be implemented. For example, the sketches involving social media statistics were good, but weak arguments by itself. If we were to combine them, it would create a stronger argument for our story. There were also visual elements (ex: sketch 1) that can be used in our final implementations. The order of the sketches were less decided by popularity than their individual roles in our final product. Winners 1-6 were numbered in the respective order they should be viewed in from hook, insights, message, to solution.

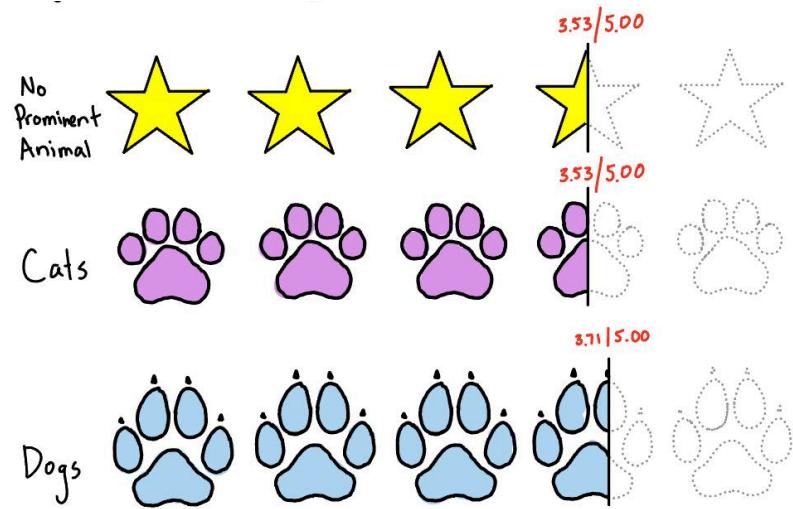
## Data Viz 1 - Are dogs or cats represented more in major media? What movies are higher grossing: dog or cat movies?

Sketch 2/10:



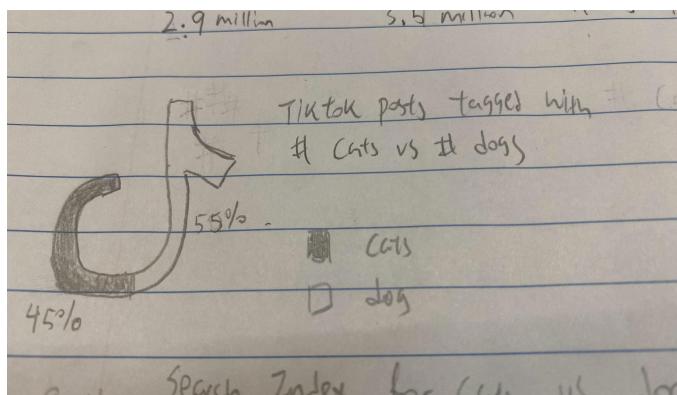
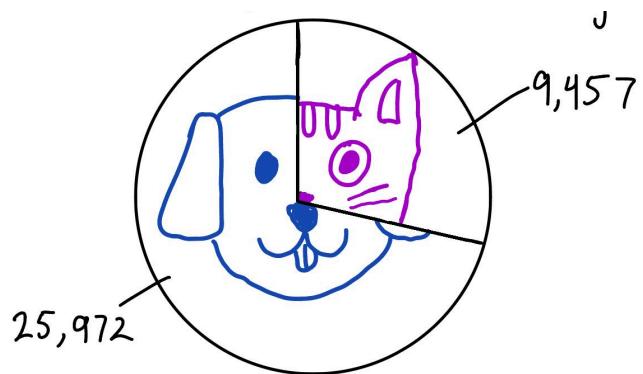
## Data Viz 2 - Do the presence of cats and dogs in movies affect their ratings?

Sketch 4:



**Data Viz 3** - are dogs or cats more popular on social media? And the 3 sketches shows that dogs are more popular than cats on Youtube and Tiktok.

Combine sketch 8, 24, 28



Note: we have also decided that we should create a dashboard of all social media insights. The statistics of one social media isn't strong enough alone.

**Data Viz 4** - What percentage of households in different states own a cat versus a dog? How do the adoption rates of cats and dogs from shelters differ? Do shelters receive more cats or dogs?

Sketch 11:

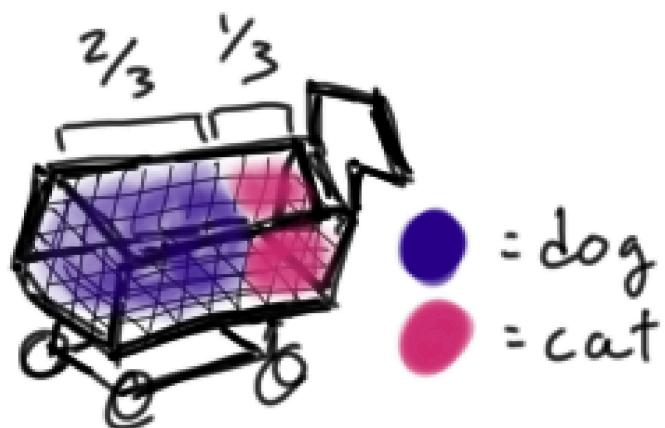
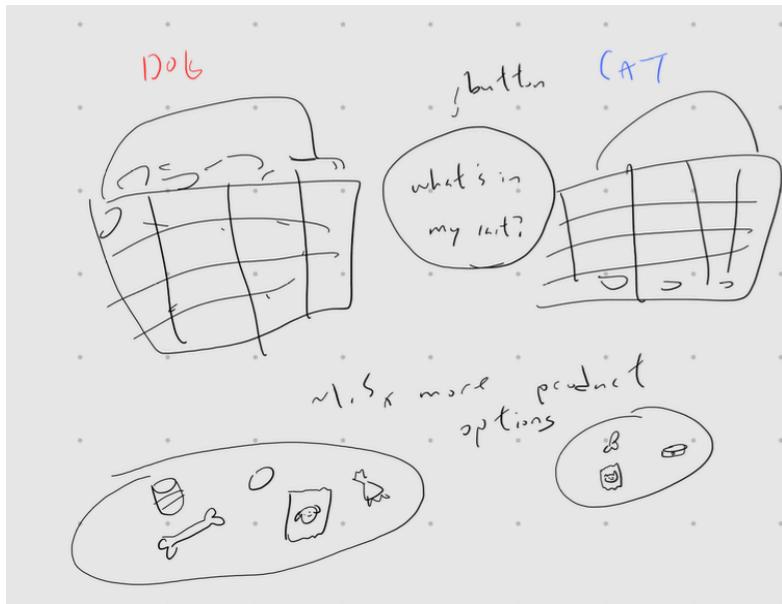


Click on state → squares or bar graph (ideally can all be done in Tableau. If this is our linked view that's kinda bad)

## Data Viz 5 - Are there more product options for cats or dogs?

<https://www.kaggle.com/datasets/kanchana1990/e-commerce-pet-supplies-dataset>

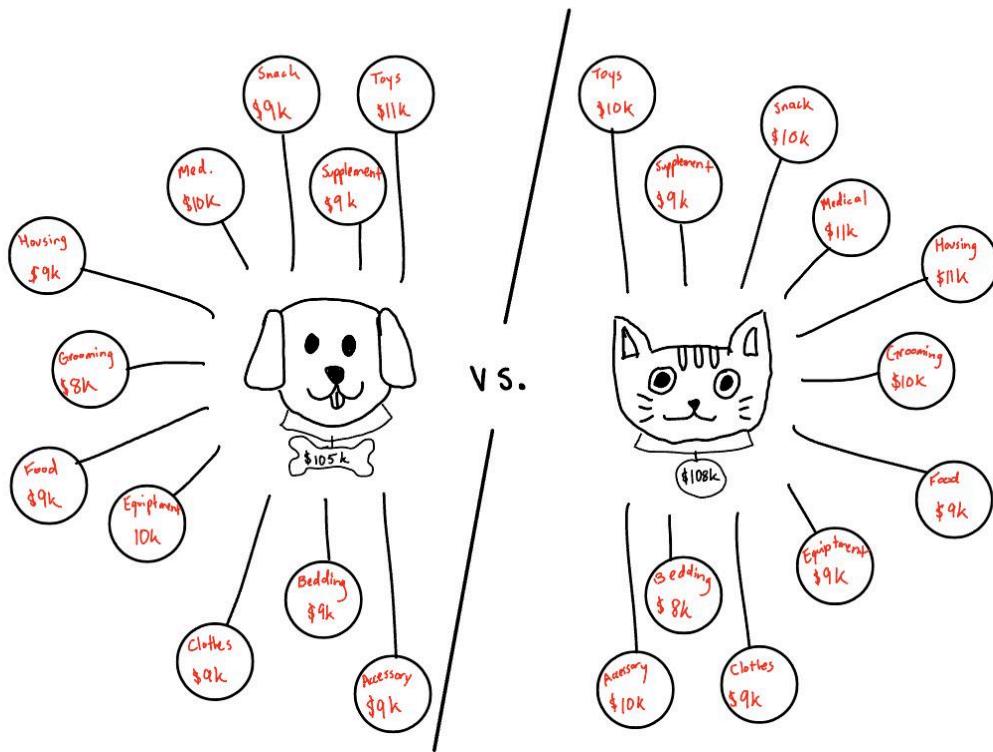
Sketch 13/31:



## Data Viz 6 - Are dogs or cats more expensive to have?

<https://www.kaggle.com/datasets/ippudiippude/pet-store-records-2020>

Sketch 6:



# Phase 1

Our Compiled/Clean data can be found here: [Kool Kats Data Spreadsheet](#)

The sources are as follows:

**Winner 1 (Movie Revenue) and Winner 2 (Movie Ratings):**

<https://www.kaggle.com/datasets/rounakbanik/the-movies-dataset>

**Winner 3 (Social Media Insights):**

YouTube: <https://research.google.com/youtube8m/>

TikTok: <https://www.tiktok.com/> (searched number of hashtags for cat and dog as of 10/16)

**Winner 4 (Average Shelter Adoptions for Cats vs Dogs by States):**

<https://www.shelteranimalscount.org/state-level-data/>

**US Pet Ownership Statistics:**

<https://www.avma.org/resources-tools/reports-statistics/us-pet-ownership-statistics>

**Winner 5 (Product Amounts for Cats vs Dogs):**

<https://www.kaggle.com/datasets/kanchana1990/e-commerce-pet-supplies-dataset>

**Winner 6 (Who's More Expensive):**

<https://www.kaggle.com/datasets/ippudiippude/pet-store-records-2020>

## Implementation at the end of Phase 1:

### Kool Kats: The Tale of Two Tails



**American Cinema: Cats vs. Dogs**

Out of the \$5.43 billion earned by the top 15 grossing cat and dog films, how would you split the total between felines and canines?

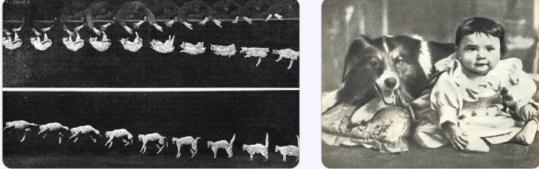


Cats: \$2.71B      Dogs: \$2.71B

**Submit guess**

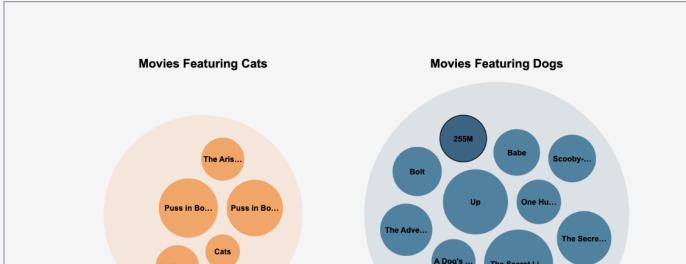
Whether they star as a furriendly fuzzball or crrrageous companion, cats and dogs have been featured in movies as early as the 19th century! Through their close relationship with humans, cats and dogs have made an appearance in thousands of movies and TV shows, acting in roles as funny, intelligent, and cute creatures!

Whether they star as a furriendly fuzzball or crrrageous companion, cats and dogs have been featured in movies as early as the 19th century! Through their close relationship with humans, cats and dogs have made an appearance in thousands of movies and TV shows, acting in roles as funny, intelligent, and cute creatures!



Let's explore how cats and dogs have performed at the box office. In the past 50 years, here are the top 15 highest grossing films either showing a cat or a dog as a predominant figure:

#### Top 15 Grossing Films with a Predominant Cat or Dog



Category	Film	Gross (M)
Movies Featuring Cats	The Aristocats	255M
	Puss in Boots	255M
	Puss in Boots	255M
	Cats	255M
	Garfield: A Tail of Two Kitties	255M
Movies Featuring Dogs	Bolt	255M
	Babe	255M
	Scooby-Doo	255M
	Up	255M
	The Adventures of Tintin	255M
	One Hundred and One Dalmatians	255M
	The Secret Life of Walter Mitty	255M
	A Dog's Purpose	255M
	The Secret Life of Pets	255M
	The Secret Life of Pets	255M

From movies like Mr.peabody and Sherman and shows like Family Guy, dogs have been entertaining audiences for decades! Cats are similar, there are also many movies and shows relate to cats like Puss in Boots and Garfields. So here is the real question for you: which animal has higher average movie ratings?

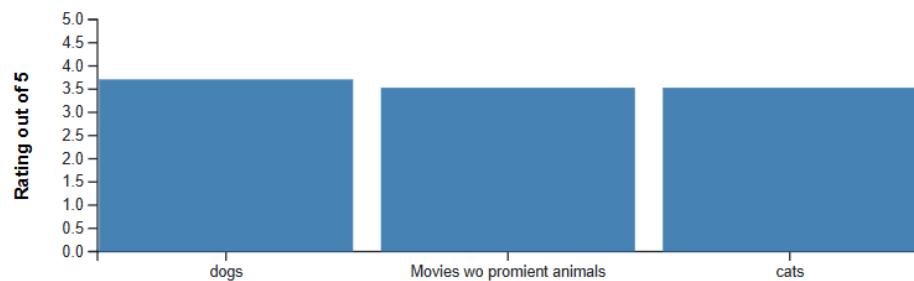
**Do you think dogs or cats have higher ratings?**

Cats      Dogs

**Close**

**You are wrong ! Dogs actually have higher average movie ratings.**

Average movie ratings for cats and dogs



While the website does not show the storyline, we met and discussed how it should look and distributed work:

香 10/10/25, 10:44 AM  
[https://docs.google.com/spreadsheets/d/1jUrcBRnKy08KAM\\_vFfW2UrPpT6YTsPP-ch6Ti9KQ65g/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1jUrcBRnKy08KAM_vFfW2UrPpT6YTsPP-ch6Ti9KQ65g/edit?usp=sharing)

Google Docs  
hi

2

Daniel 10/10/25, 10:47 AM  
Each member makes 4 paragraphs of content each. Include citations, images, and sketches if your data viz is one of the winners.

Daniel: Movie Profit circles Viz is completed and polished (Selection interaction and clicking to see profit), Winner 6 sketch the interaction and textual details of it. Winner 1 & 2 cleaned data in a google sheet

May: Tableau Map of ownership (linked view allowing comparison of states by multiselecting states and they appear in a bar graph). Winner 4 data cleanup ownership and adoption

Josh: Shopping cart viz, first design is ready (more detailed and established than the sketch) and partially implemented (emphasize interactivity and filtering aspect), Winner 5 and 6 data cleanup and paste into google sheet

Ang: Create Github Repo with Basic Template (index, js, css, data folders). Movie Ratings bar graph, just bars, but say that we will add paws and stars (no interaction), Winner 3 sketch and textual details of its interaction, Winner 3 cleaned data in google sheet

October 10, 2025

📞 Daniel started a call that lasted an hour. 10/10/25, 10:00 AM

## Storyline Outline:

### Hook:

- Can you guess which American films made more money: those starring cats or those starring dogs? Out of the \$5.43 billion in total revenue for the top 15 dog/cat related movies, how much money comes from felines versus canines?
  - Show interactive scrollable gradient to split total Cat vs. dog movie revenues and submit
  - Answer revealed on submit: 1.50 Billion to Cats, 3.93 Billion to Dogs
- Whether they star as a furfriendly fuzzball or crrrrrageous companion, cats and dogs have been featured in movies as early as the 19th century! Through their close relationship with humans, cats and dogs have made an appearance in thousands of movies and TV shows, acting as important parts in funny, intelligent, and downright cute creatures! From the past 50 years, these are the top grossing cat and dog films. Feel free to click around to discover more:
  - Show interactive bubble map of 15 movies and their revenues
- Something about how cats and dogs make things cuter blah blah
  - Show avg movie ratings for cat movies, dog ratings, and data viz.

## Rising Insights:

- From movies like Mr.Peabody and Sherman and shows like Family Guy, dogs have been entertaining audiences for decades! Cats are similar, there are also many movies and shows related to cats like Puss in Boots and Garfields. So here is the real question for you: which animal has higher average movie ratings?
- Do you think cats or dogs have a higher average movie rating?
- On average, dogs have higher than average movie ratings than cats. Dog movies have an average of 3.71 rating and cats have 3.53 rating out of 5
- Dogs have more Youtube video entity than Cats
- Cats have more videos tagged with Cats on Tiktok than videos tagged with dog on Tiktok

## Main Message:

- Dogs are more popular and this is a positive correlational relationship between media representation.
- While there are more dogs owned in the US, cats actually get adopted out of shelters more than dogs, which really shows how they're not that far behind in terms of popularity.
- This also means that most dogs probably aren't adopted from shelters but bought from breeders.
- There is a very nuanced reason behind all of this from how we breed dogs for desirable traits and how we ended up domesticating them.

## Call for Action:

- While most animal products on the market are designed for generic all animals' usage, there are almost twice the variety of dog specific products compared to cat specific products.
- Additionally, cat products cost more than dog products on average, and are significantly greater on key categories like medicine.
- However, cat owners tend to buy the existing cat toys in a comparatively greater quantity compared to dog owners, which may point towards a comparative amount of cat enjoyers.
- Although cat owners have it rougher in the financial aspects, both the cats and the cats' humans deserve to have just as many accessible options as their dog counterparts.

Github Repo: <https://github.com/AZLonerd/Kool-Kats>

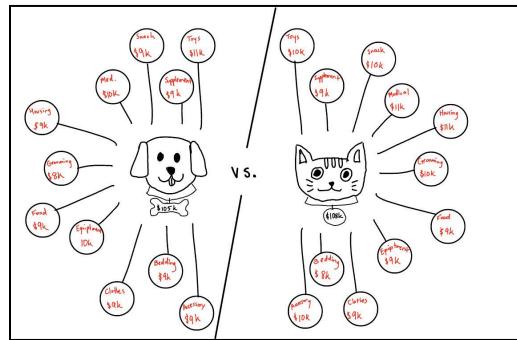
As you can see our commits, most of us procrastinated and didn't do things until the last minute which is why our Phase 1 is lackluster...

## Phase 2

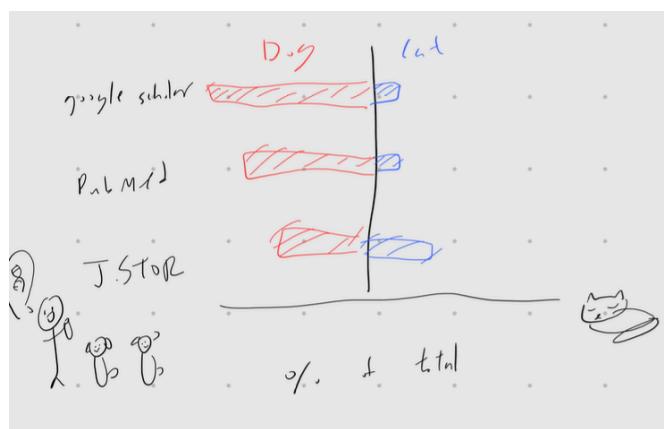
During this phase, the following work was done:

- Daniel created an interactive visualization showing movie revenue of dogs vs cats along with a guesser
- Ang created a static bar graph of movie ratings
- May created an interactive bar graph showing the number of households owning a dog vs cat and the number of dogs and cats that are registered as pets in the United States. A placeholder for the choropleth map that represents how many cats/dogs are adopted per year at a shelter in each state in the form of a simple projection of the United States was created. Text was also written about the lack of research of cats versus dogs as a placeholder.
- Josh created a more detailed visualization of the product variety of dogs and cats. Began work on the interactive implementation.

Sketch 6: Although it has not been implemented, an interaction that we intend to add in the next two weeks is clicking on bubbles of costs associated with cats vs. dogs (Sketch/Winner 6). Our sketch should be visually identical to the actual implementation, except when the user clicks on a circle, a numerical representation of the dog and cat values with pop up side-by-side.



Another visualization that wasn't included as a winner but later decided to be important to the storyline was a visualization on research. This will be a simple, static visualization (likely done through Tableau).



An early look into what the final implementation of the innovative view may look like.

The users will be able to click and choose products to fill the basket and the baskets themselves will essentially serve as glorified stacked bars. The filtering aspect comes into play by which products the users choose to fill the basket.

