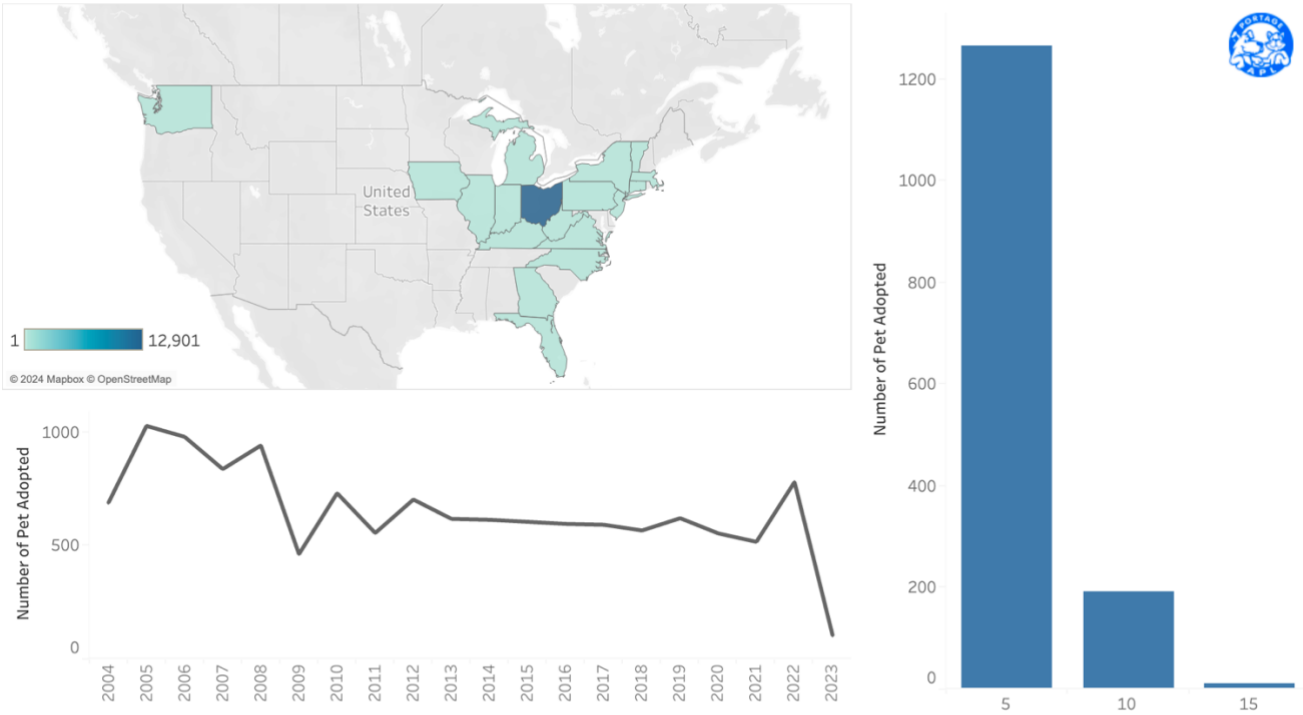# Portage APL

The following graphs help us see the pet adoption trend with respect to demographics, previous years' adoption count, and the age of the pet at the time of adoption.

The top left-hand side map helps us see our customer demographics across the USA. This would be really helpful to the company to better target the customer base. Furthermore, the bottom left graph shows the number of pets adopted each year. Lastly, the bar chart shows the age of the pet at the time of adoption. All this information is helpful for the organization to better plan their future program.