Group-12

Report

What are your findings?

- ❖ Among all the species, cat's are highest in number (6954) and dog's adoption rate is high with 92.27%.
- ❖ There are in total 31 sponsor types and 24 programs.
- ❖ Out of total funds 84.92% received from donation.
- ❖ Majority of the animals coming to the shelter are from Ohio state and most of the people who adopt the animals are from Ravenna (27805) with 26.38%.

What kind of questions can be answered by this data?

- ❖ On an average how much fund is raised per year?
- ❖ Which medium provides the most funding to APL?(For example, auctions, events, social media, emails, etc.)
- ❖ How much fund is received category wise?
- ❖ From which area do most animals come from to the shelter?
- ❖ Which area has the highest number of each animal? So we need to categorize the animal to a specific area, for example, the maximum number of dogs come from xyz county/city.
- ❖ Which animal has the most strength/numbers in the APL shelter?
- ❖ How many animals are adopted per year? And which animal is adopted the most?

What other questions arise, for which you will need additional data?

- ❖ How many mails on average APL sent to an individual asking for funds in a year?
- ❖ What percentage of donation comes in monetary form and what percentage comes in non - monetary form?
- ❖ Categorizing the animal according to the age. Means How many animals are babies, how many of them are adults and how many of them are old?
- ❖ On Average how much amount is spent per animal in the APL shelter?
- ❖ On Average how much amount is spent per animal specific to the type of animal (Dog, cat, sheep etc.) in the APL shelter?
- ❖ Which item did the shelter spend the most money on? (For example, food, medicine, etc.)
- ❖ How many animals are euthanized per year? And what is the most common reason for that?
- ❖ How many animals die in shelter per year, excluding those who are euthanized?

BIG IDEA:(HOW, WHAT and WHY)

1. Increasing fundraising activities through different mediums by which APL can accommodate more animals to the shelter and can provide better care to them

2. Raising awareness about the work of the APL through direct mail, social media presence, events and other means in order to increase the number of donors and ultimately, the donation fund

To convince donors to provide additional funding for Portage APL, it is effective to present specific information about the current use of funds and the number of animals arriving at the shelter. By providing concrete examples of how the funds have been used and the impact they have had, we can demonstrate the urgent need for additional support and highlight the difference that donations can make in the lives of animals in need.