



# **Pet Paw-pularity**

Determining quality of pet listing photos for animal welfare

# Business Opportunity

- **PetFinder.my** - Malaysia's leading animal welfare platform
  - Aims to find homes for strays and rescues
- Currently uses a basic “Cuteness Meter” to rank pet photos
  - Referenced against 100,000+ past animals



# Business Opportunity

- Create tool for predicting “Pawpularity” Score
- Data
  - Animal images
  - Image metadata



# Preliminary Results

- Baseline Model: RMSE of 21.07
- Within Reach: RMSE of 18
- Next Steps
  - explore neural net architectures