

Created by Stav Cohen.

Email: Cohenstav1@gmail.com

<https://www.kaggle.com/stavcohen/petfinder-eda-xgbst-adabst-cnn-bert-insights>

PetFinder Insights:



Intro:

PetFinder is an animal welfare platform where people publish pets' adoption posts.

I Decided to analyze 15K pets' adoption posts, gather insights on what effects Pets adoption speed and how can we improve our pet adoption posts.

Therefore, I publish all my findings in hope that it will help more pets find the home they deserve.

Main Insights and Recommendations.

1. Pets with a 'real' name have a better adoption rate.
2. Pets that are listed as individual are more likely to get adopted.
3. Pets with high number of photos are more likely to get adopted, Videos are a bonus.
4. The longer the Description-text the higher the chances for adoption.
5. **Description - Free Text do's and don'ts:**
 - **Do** elaborate on the pet behavior and status, useful words: **Neuter, Spay, Train, Litter, Cage, indoor, Vaccination, Healthy.**
 - **Do** emphasis good qualities, useful words: **Interested, Play, Playful, Active, adorable.**
 - **Don't** refer to a pet as "Dog" or "Cat" Give them a unique name even if its temporary.
 - **Don't** write a heart-warming story that show pity and neediness.
Avoid words: **Loving, Help, Leave, Need, Stray, Forever, Hope.**

Nice to know:

1. Male Pets adoption rate is higher than Females that higher than Groups.
2. Dogs' adoption speed is more effected by its main color than Cats adoption speed.
3. Non-Sterilized Pets have higher adoption rate.
4. Younger Pets are adopted more quickly and have higher adoption rate.
5. People prefer pure breeds more than mixed breeds leading to higher adoption rate.
6. Fur length in dogs have stronger effect on adoption speed than fur length in cats.

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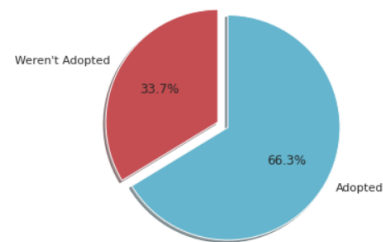
Metrics and data:

PetFinder Database includes 14993 adoption posts of Dogs, Cats, Mix and Groups.

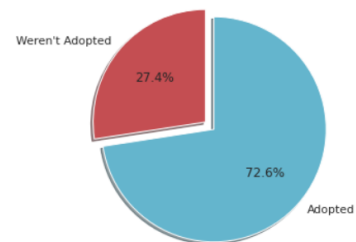
Pets' adoption labels contains: Same day adoption, 1st Week, 1st Month, 2-3Months, no adoption after 100 days. by saying "no adoption" I refer to no adoption after 100 days label.

Insight	Posts without a name	Posts with a name	% posts without a name	Adoption Rate without a name	Adoption Rate with a name	Difference in Adoption Rate
1.Name vs no Name	1703	13290	11%	66.3%	72.6%	6.3%

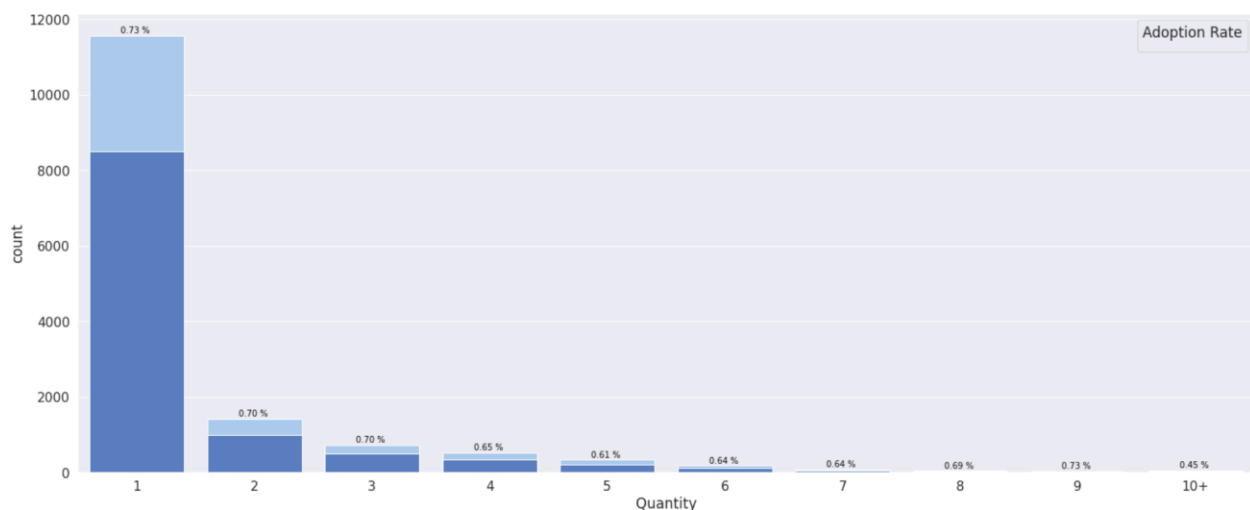
Animals without a name Adoption rate



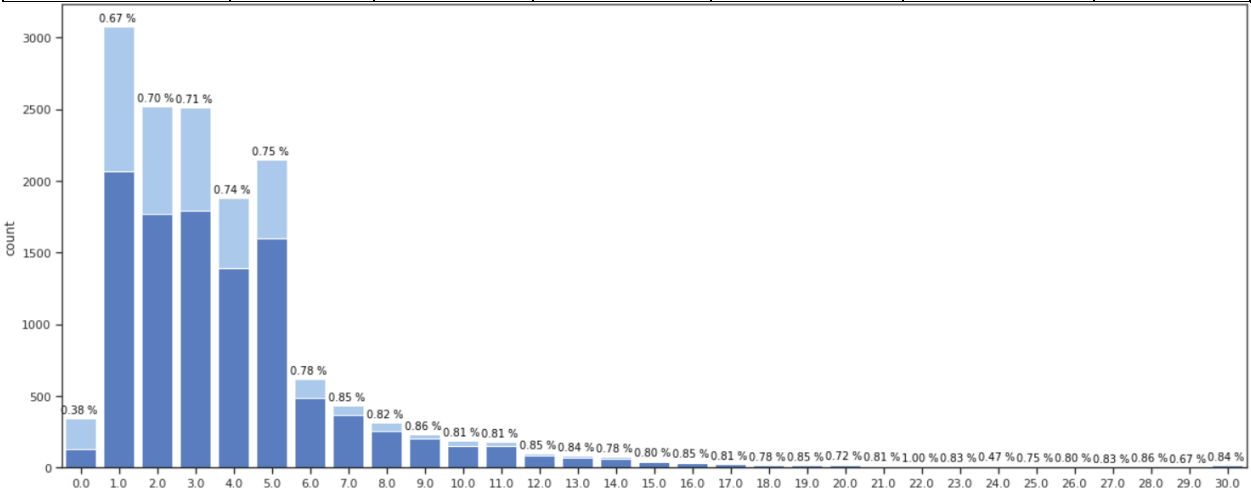
Animals with a name Adoption rate



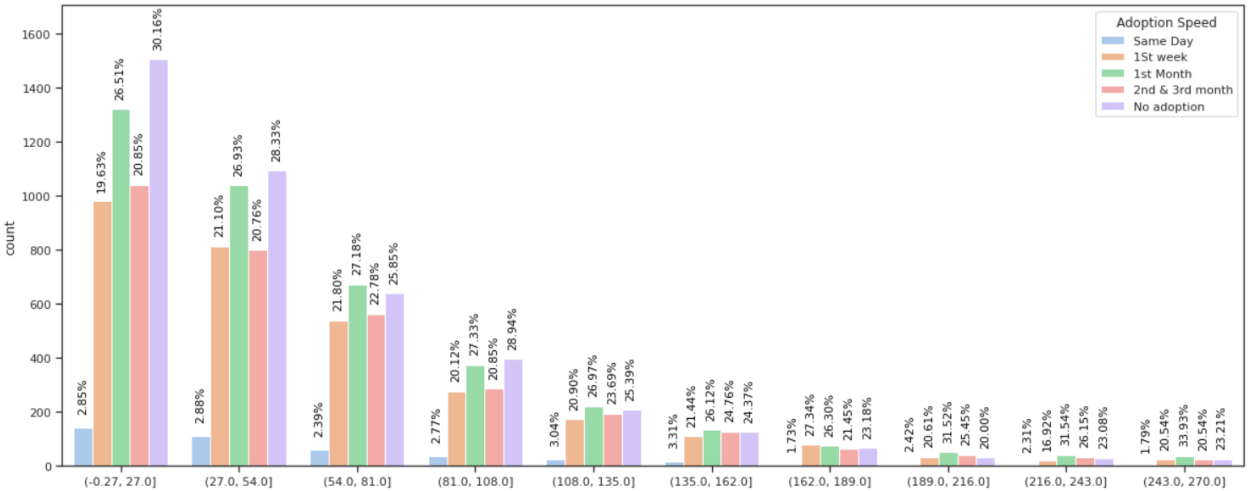
Insight	Posts with a single pet	Posts with more than 1 pet	% Posts with a single pet	Adoption Rate single pet	Adoption Rate more than 1 pet	Difference in Adoption Rate
2.Pets Quantity per post	11565	11565	77%	73%	67%	6%



Insight	Posts with 0-1 photos	Posts with more than 1 photo	% Posts with a 0-1 photos	Adoption Rate 0-1 photos	Adoption Rate more than 1 photo	Difference in Adoption Rate
3.High number of photos can increase adoption rate	3832	11161	25%	64%	75%	10%



Insight	Posts with 0-54 words	Posts with more than 54 words	% Posts with a 0-54 words	Adoption Rate 0-54 words	Adoption Rate more than 1 photo	Difference in Adoption Rate
4.The Longer the Description text the Higher the chances for adoption	8833	6160	59%	74%	85%	10%



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5. Positive Vs Negative Words	Posts with the word included	Posts without the word included	% Posts with the word included	Posts with the word included Adoption rate	Posts without the word included Adoption Rate	Difference in Adoption Rate
Litter	975	14018	7%	82%	71%	11%
Interested	2605	12388	17%	80%	70%	10%
Neuter or spay	3266	11727	22%	80%	70%	10%
Cage	913	14080	6%	81%	72%	9%
Train	1828	13165	12%	78%	72%	6%
Indoor	771	14222	5%	78%	72%	6%
Play or Playful	6411	8582	43%	76%	71%	5%
Active	2130	12863	14%	75%	71%	4%
Hope	1291	13702	9%	73%	74%	-1%
Forever	1004	13989	7%	71%	72%	-1%
Stray	1030	13963	7%	70%	72%	-2%
Leave	800	14193	5%	70%	73%	-3%
Help	1095	13898	7%	69%	72%	-3%
Need	2327	12666	16%	70%	73	-3%
Loving	1025	13968	7%	66%	72%	-6%

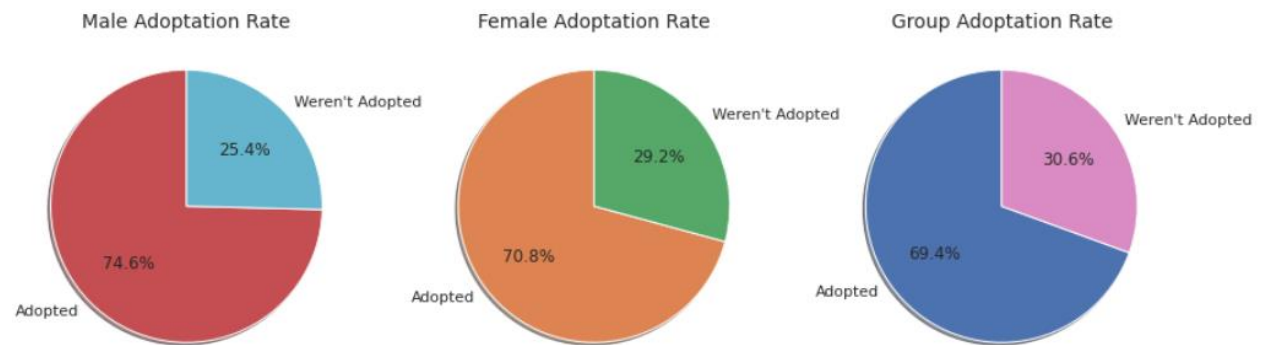
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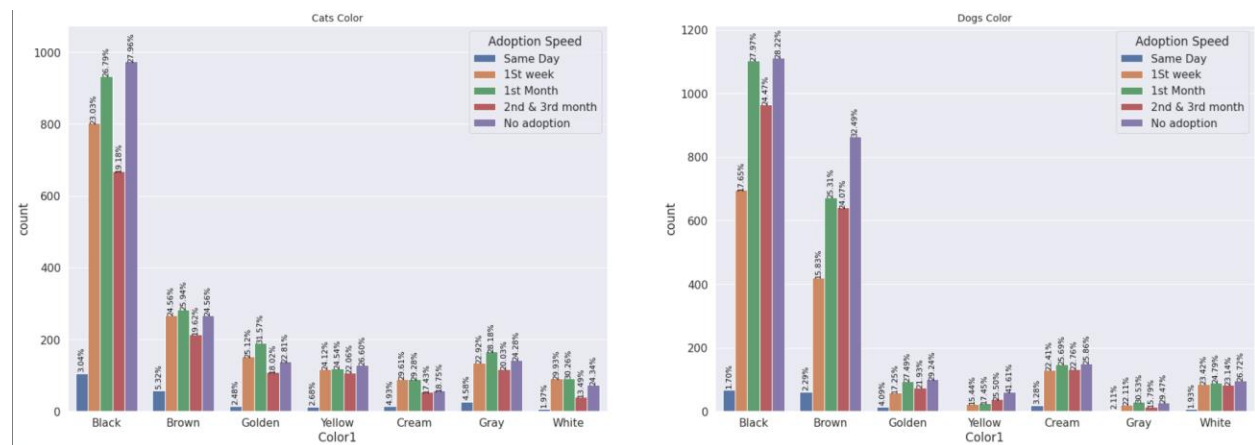
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Nice to Know Graphs:

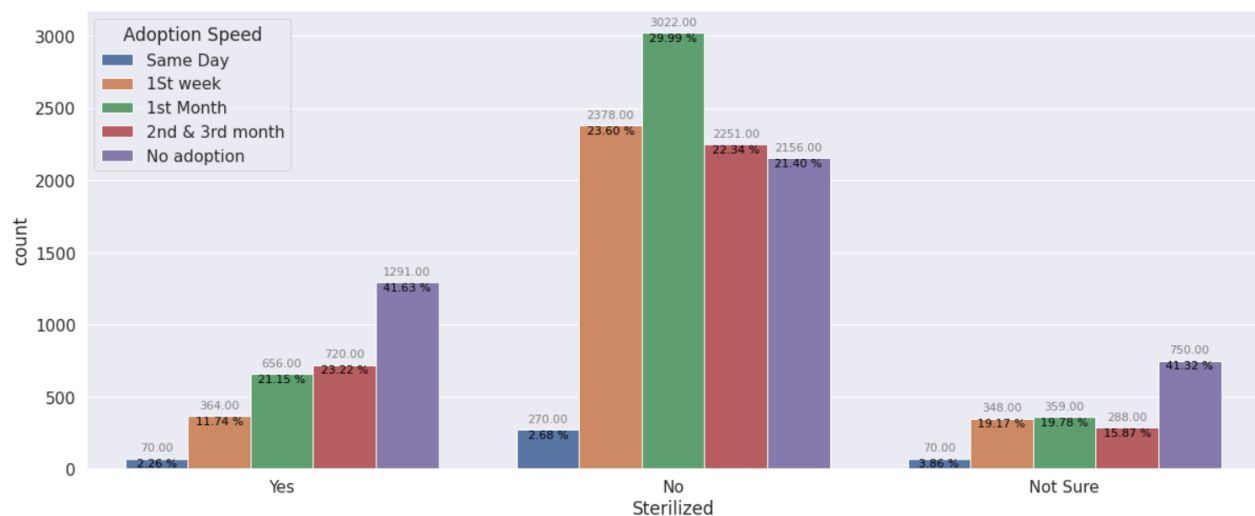
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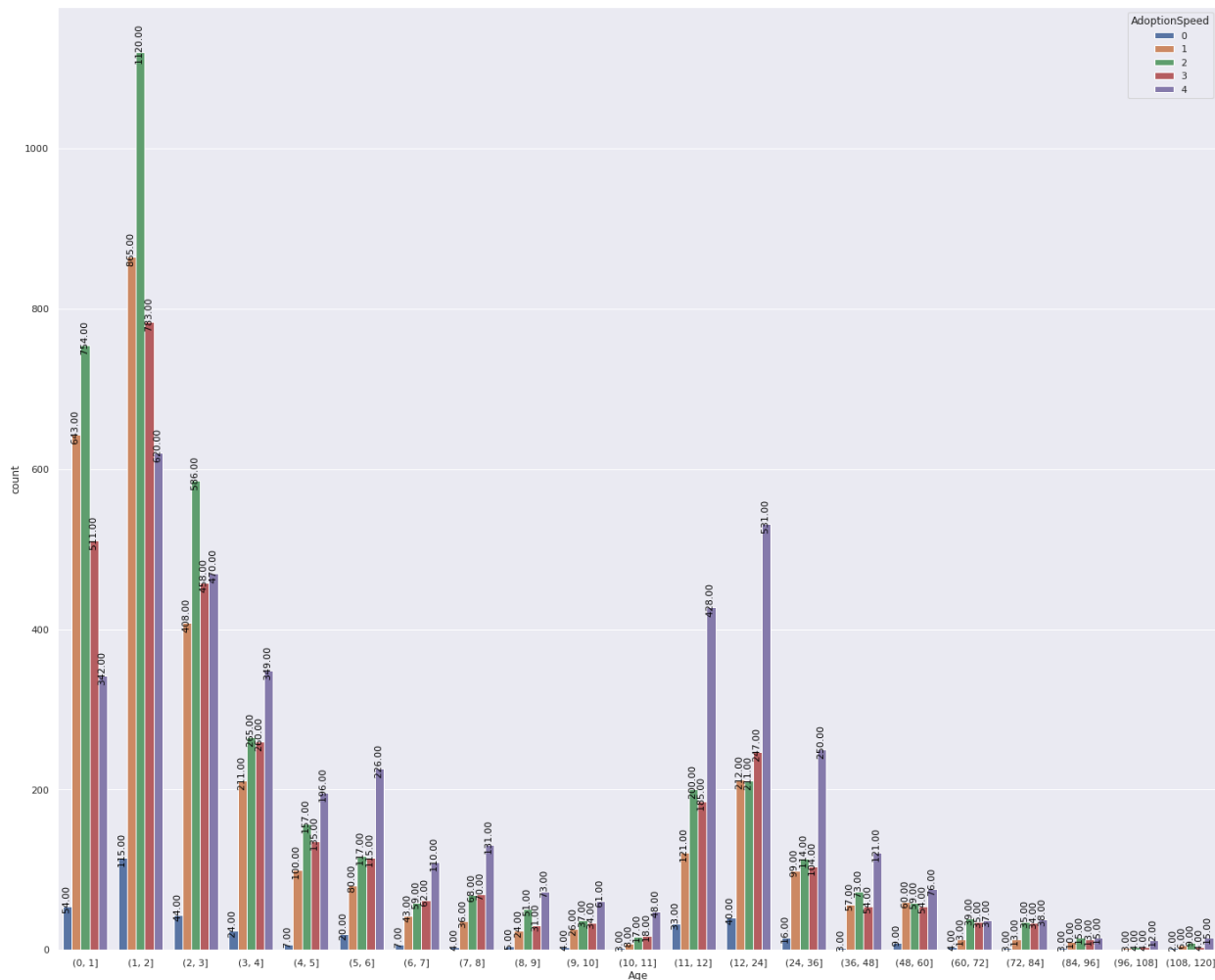
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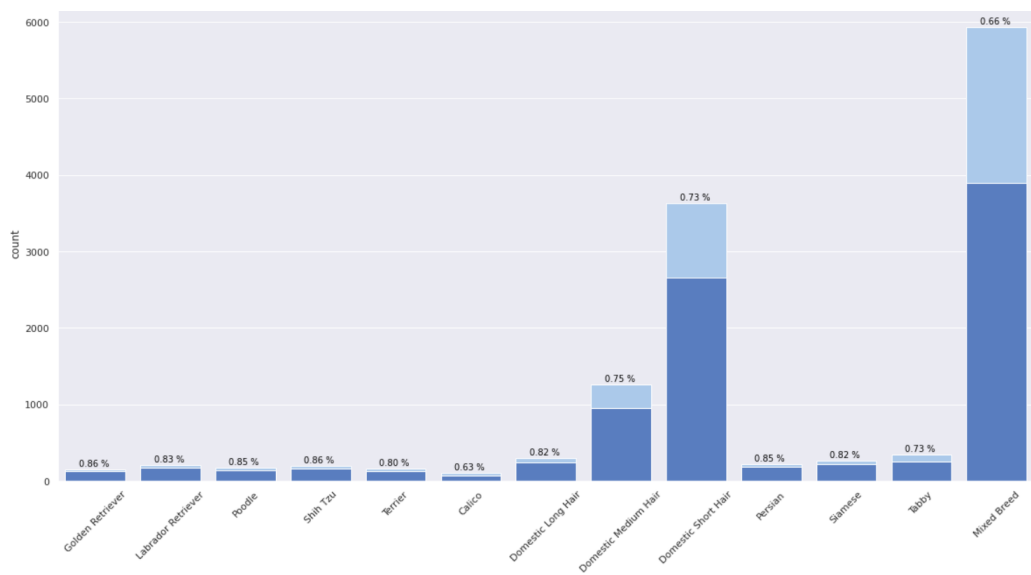
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