**Improving Pet Adoption Rates: A Data-Driven Approach by APL Portage**

**Objective:**

The primary objective is to augment the adoption rate of pets and diminish the incidence of pet surrender by implementing effective programs in cities with lower adoption rates and evaluating their efficacy over time.

**Introduction:**

A Pet Adoption Dashboard is a comprehensive tool designed to help APL Portage to monitor and optimize its efforts to increase pet adoptions and reduce the number of surrendered pets. The primary objective of this initiative is to implement effective programs in cities with lower adoption rates to enhance the rate of pet adoption. By rigorously evaluating the impact of these programs over time, we aim to increase the number of permanent homes for pets, ultimately improving the welfare of companion animals and the communities in which they reside. This dashboard provides real-time data and insights to help APL track their progress towards these goals, identify areas for improvement, and make data-driven decisions to optimize their programs and resources.

**Adoption Trends and Programs:**

1. Adoption Trends
   1. The adoption rate for pets has fluctuated over time but has shown an increase in recent years.
   2. Cats are the most adopted pets, followed by dogs.
2. Adoption Locations
   1. Ravenna has had the highest number of adoptions, followed by Kent.
3. Reasons for Surrender
   1. Strays are the most common reason for pets being surrendered.
4. Adoption Programs
   1. APL Portage has implemented several programs to increase adoptions.
   2. The Mailing List program has been the most effective in increasing adoptions, followed by the Donor program.

**Executive Summary:**

The APL Portage aims to increase pet adoption rates while decreasing the number of surrendered pets by implementing effective programs in cities with lower adoption rates. A Pet Adoption Dashboard has been designed to monitor and optimize their efforts towards this objective. The dashboard provides real-time data and insights to track progress, identify areas for improvement, and make data-driven decisions to optimize programs and resources. Adoption trends reveal an increase in the adoption rate for pets in recent years, with cats being the most adopted pets, followed by dogs. Ravenna has the highest number of adoptions, followed by Kent. Strays are the most common reason for pets being surrendered. APL Portage has implemented several programs to increase adoptions, with the Mailing List program being the most effective, followed by the Donor program. By evaluating the efficacy of these programs over time, APL Portage aims to increase the number of permanent homes for pets, improving the welfare of companion animals and communities.

**SCRIPT**

**Slide 1**

Good evening, everyone and thank you for joining me today to discuss "Improving Pet Adoption Rates: A Data-Driven Approach" by APL Portage.

At APL Portage, we believe that every pet deserves a loving home, and we're committed to using data and analytics to help make that a reality. Our approach is based on identifying effective programs and strategies for improving adoption rates and reducing pet surrenders and evaluating their efficacy over time.

Through our pet adoption dashboard, we track key metrics such as adoption rates, surrender reasons, and species types across different cities and regions. By using this data, we can develop targeted programs to address specific issues and make a positive impact in the lives of pets and their new families.

Thank you for your attention, and I look forward to sharing more about our data-driven approach to improving pet adoption rates.

**Slide 2**

In this slide, I would like to introduce you to our pet adoption dashboard. This comprehensive tool has been designed to help APL Portage monitor and optimize our efforts to increase pet adoptions and reduce the number of surrendered pets.

As we mentioned earlier, our primary objective is to implement effective programs in cities with lower adoption rates to enhance the rate of pet adoption. By rigorously evaluating the impact of these programs over time, we aim to increase the number of permanent homes for pets, ultimately improving the welfare of companion animals and the communities in which they reside.

Our pet adoption dashboard provides real-time data and insights to help APL track our progress towards these goals, identify areas for improvement, and make data-driven decisions to optimize our programs and resources.

With this dashboard, we can track key metrics such as adoption rates, surrender reasons, and species types across different cities and regions. This data allows us to identify patterns and trends and develop targeted programs to address specific issues and make a positive impact on the lives of pets and their new families.

**Slide 3**

Our primary objective is to increase the adoption rate of pets and reduce the incidence of pet surrender. To achieve this, we are implementing effective programs in cities with lower adoption rates and continuously evaluating their efficacy over time.

We believe that by utilizing data-driven approaches, we can identify areas where we can make a meaningful impact and help pets find their forever homes. The programs we implement will be designed to address specific issues and challenges faced by different cities, and we will closely monitor their effectiveness using our pet adoption dashboard.

Our goal is to increase the number of permanent homes for pets, ultimately improving the welfare of companion animals and the communities in which they reside. We believe that by working collaboratively with our partners, supporters, and the wider community, we can make a real difference and create a better world for pets.

**Slide 4**

On this slide, we'll dive into the executive summary of our pet adoption dashboard. As we mentioned earlier, our primary objective is to increase pet adoption rates and decrease the number of surrendered pets. Our dashboard has been designed to help us achieve this objective by providing real-time data and insights to track our progress and make data-driven decisions.

Looking at adoption trends, we've seen an increase in the adoption rate for pets in recent years, with cats being the most adopted pets followed by dogs. Among the cities, Ravenna has the highest number of adoptions, followed by Kent.

Now let's talk about surrendered pets. Strays are the most common reason for pets being surrendered. This information helps us to understand the reasons for pet surrenders and how we can target our programs accordingly.

To increase adoption rates, we've implemented several programs, such as the Mailing List program and the Donor program. Our data shows that the Mailing List program has been the most effective program, followed by the Donor program. By evaluating the efficacy of these programs over time, we can continue to optimize our efforts to increase the number of permanent homes for pets, improving the welfare of companion animals and communities.

**Slide 5**

Thank you for your attention and for taking the time to learn about Improving Pet Adoption Rates: A Data-Driven Approach by APL Portage. We hope this presentation has been informative and insightful.

If you have any further questions or comments, please feel free to reach out to us. We appreciate your participation and thank you again for joining us today. Have a great day!"

Count of adoptID🡪 Number of successful adoptions

Adoption rate by year🡪 Adoption rate trends by year

Count of species🡪Total number of species

🡪City-by-city adoption statistics.

🡪Surrender reasons by category

🡪Analysis of pet return or surrender reasons.

🡪Number of unique master IDs

🡪Diverse program offerings

🡪Number of unique master IDs

🡪Different kinds of animals.

🡪Count of distinct animal IDs

**Possible decisions:**

1. Focus on cities with lower adoption rates: Since adoption rates fluctuate over time and have increased in recent years, it is important to target cities with lower adoption rates to further increase the adoption rate of pets.

2. Prioritize cats and dogs: Given that cats are the most adopted pets followed by dogs, it would be wise to focus on these two categories when designing and implementing adoption programs.

3. Consider adoption locations: Ravenna has had the highest number of adoptions followed by Kent. This information can help in prioritizing efforts and resources towards these cities.

4. Address reasons for surrender: Strays are the most common reason for pets being surrendered. Addressing this issue can help in reducing the number of surrendered pets and ultimately, increasing the number of permanent homes for pets.

5. Implement effective adoption programs: The Mailing List program has been the most effective in increasing adoptions, followed by the Donor program. APL Portage should consider investing more resources into these programs and evaluating the impact of other programs to optimize their efforts in increasing adoption rates and reducing the number of surrendered pets.

Titles for the graphs

Adoption rate trends by year

City-by-city adoption statistics

Analysis of pet surrender reasons

Adoption-enhancing programs

Pet Population Statistics