

APL Project Summary

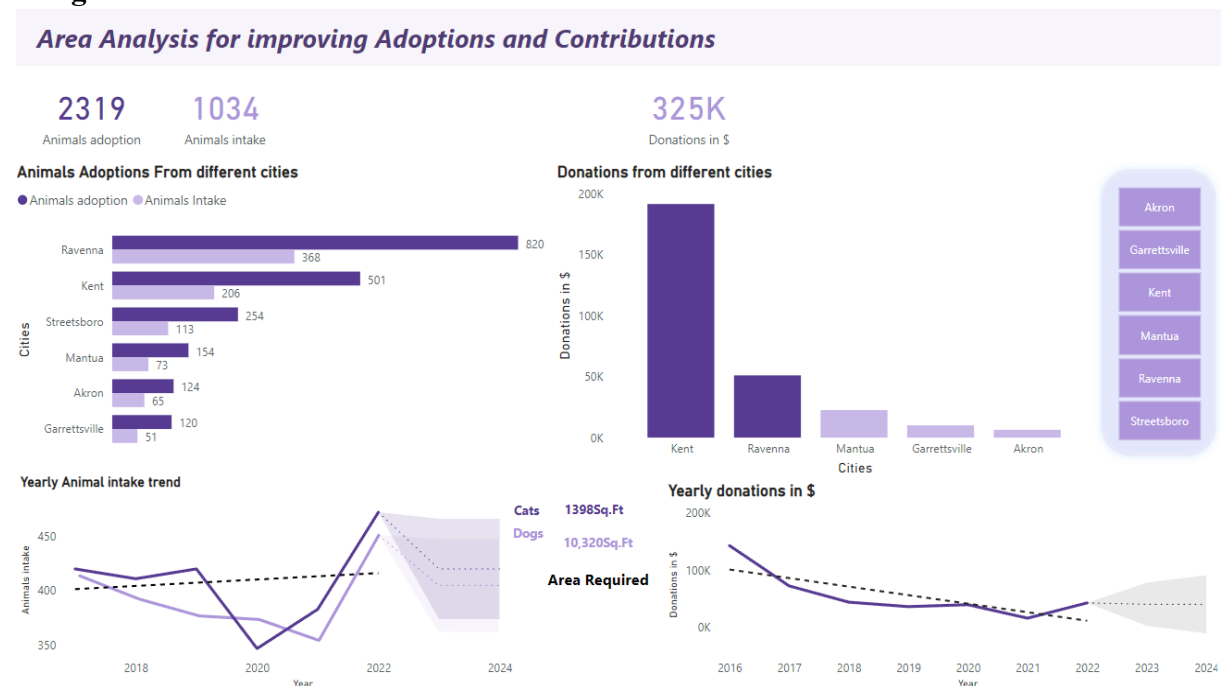
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Data Exploration:

While going through the data we have come across various regions in Portage County, one focus was to identify the key locations for the analysis of the area so that we can figure out what areas we need to focus on the three main aspects.

- Donations in \$.
- Adoptions vs Surrenders Across Areas.
- Prediction on Average area required for cats and dogs in year 2023 & 2024.

Design of the Dashboard:



Link : [APL Group 33 - Power BI](#)

On the top left corner, the tiles for instant visualization are on animal intake and donation, in this case we have consider the data from 2017 till present year. We can assign real time data to the dashboard so that it updates as data adds up.

This first graph gives a visual and insights into animal adoption and intake from different cities in Portage County, on the immediate right to it we have donations graph that visualizes city-wise donation in dollars.

On the extreme right hand, we have installed a slicer that controls the dashboard and visual on the city wise donations, adoptions, forecasted donations for that city, and forecasted animals' intake into Apl for the particular year.

Overall we believe the dashboard focuses on animals adoptions,& intake in a particular city, and donations in a particular city, which may help in deciding where to establish adoptions sites whether its bi weekly or once a month to increase adoptions & focusing on areas with less donation and high intakes to raise donations by marketing in that particular area rather than exhausting valuable marketing resources, or spending money for fundraisers in all cities that already donate much than they contribute in intakes.

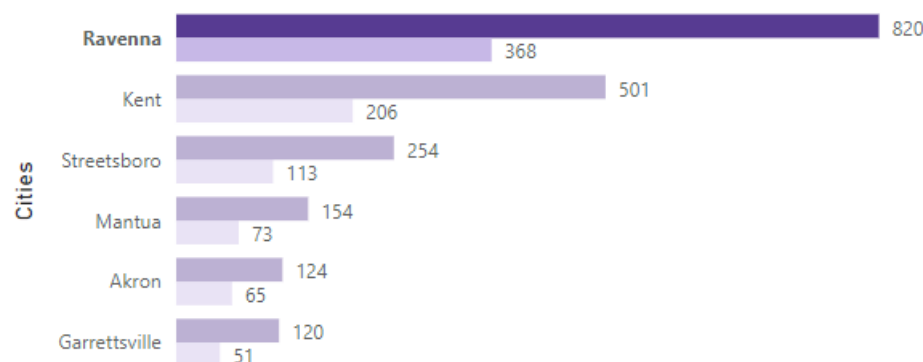
Insights:

Through this dashboard, we have identified that the people of Ravenna have contributed the most for the adoptions and lack of providing affordable pet care surrendering the pets when compared to the other regions.

Portage Apl has high intakes and less contribution from Ravenna which may affect the balance of adoption and donations, and to balance that fund raising campaigns held in area that show similar trends like Ravenna.

Animals Adoptions From different cities

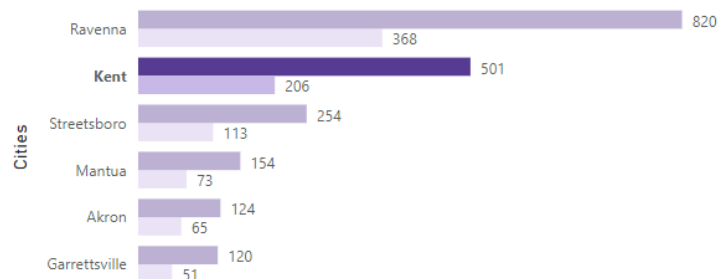
● Animals adoption ● Animals Intake

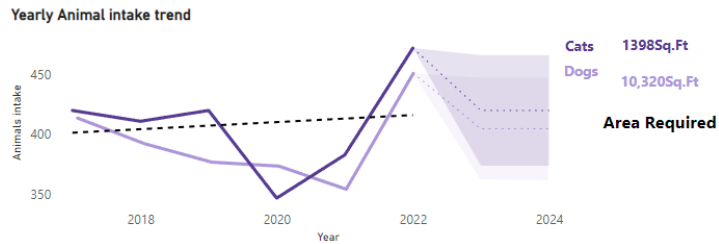


Kent has been a major contributor for donations while the Adoption are at little slow pace for, such cities Adoptions campaigning's help in increasing adoptions.

Animals Adoptions From different cities

● Animals adoption ● Animals Intake





The dotted black line indicates upward trend in animal intakes .

Based on the prediction of cat's intake and dog intake for 2023 and 2024 the average space required for cats and dogs will be 13985 sq. ft and 10320 sq. Ft respectively as the average space required for cats and dogs by animal statistics is 18 sq. ft & 38 sq. Ft for 466 cats & 344 dogs

Summary:

Overall yearly donation trend is downwards, after the rise in 2022 the next two years we can expect a regular donation which may need to be more after noticing a prediction of an increase in animal intakes in upcoming years.

We would like to mention that Portage APL can provide loving homes for more pets in need, and balance intake and output, and collaborate with the community to promote adoption and donation awareness.