**BIG IDEA:**

A non-profit animal organization is to create a comprehensive, data-driven platform that connects animal welfare organizations, veterinary clinics, and pet owners to create a more efficient and effective animal welfare system. The Portage APL maintains all animal data, like vaccinations, diseases, and tags. It helps to keep a record of animal welfare and the responsibility of pet ownership.

For a non-profit organization, sponsors make a major contribution. As the dataset consists of a Program column, the more the programs are, the better we can attract sponsors. The organization could also offer sponsors branded merchandise or other promotional materials, further increasing their engagement and investment in the organization's mission.

**Summary:**

**IMPORTANT VARIABLES:**

1. MASTER ID
2. SPONSOR TYPE
3. SPECIE
4. SPAYED
5. DHPL
6. HWT
7. RABIES
8. FVRCP
9. LEUK
10. AIDS
11. TAG
12. MICROCHIP
13. RintakeMunicipality
14. PROGRAM
15. ANIMAL ID
16. BREED
17. SEX
18. LINE ID
19. HEALTH PET ID
20. SPONSORTYPEAPL DATA
21. HEALTH TREATMENT PERFORMED

The whole dataset consists of numerous empty rows and columns.

**Questions:**

* Direct mail is used accurately or not.?
* To understand where the most cruelty is- which area or locality.?
* How are animals coming in and how they are euthanized.?
* How many sponsors are leaving?
* Vaccines of pets?
* Tracking of humane officers based on complaints received.
* Where is the biggest cat problem in the community?
* Tracking the pets if they are missing?

**LIST1 sheet:**

* TYPE: column consists of x, x+, x1, a, B, Mr, 0, hu, and I couldn’t understand what “TYPE” means and those variables.
* Upsize\_ts: column consists of random numbers, and We couldn’t understand how it's related and what it is.
* Coname: consists of different hospitals and org; we didn’t understand how it's related to the mastered and names.
* MAILSWITCH (JAN, FEB, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEP, OCT, NOV, DEC): consists of 0 and -1 and a few blanks; please explain the relationship of what the column name implies and numbers indicate.
* AMAILSWITCH (JAN, FEB, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEP, OCT, NOV, DEC): consists of 0 and -1 and a few blanks; please explain the relationship of what the column name implies and numbers indicate.

**RECORD sheet:**

* ACCEPTED: column has few names and blanks, so what did they accept?
* DHPL, HWT: I need full forms of them.
* RLengthofOwnership: numbers mean? And are used for?
* RHousebroken: We need to understand the meaning of it, and the numbers are 0 and -1; what do 0 and -1 mean?
* ListAsFound- What are the meaning and the purpose of 0 and -1?

**REGLINES sheet:**

* Profit center: column consists of “all” and “shelter” I didn’t understand.
* Printed: consists of 0 and -1, and what does print mean, and how is it correlated to the data?
* HealthMfg: what does healthmfg refer to? As the data consists of dog protection devices, and few have different features, what exactly is it?
* Lotexpire: consists of dates, and what does Lotexpire mean.?
* Repeatfor: what does repeat for mean?