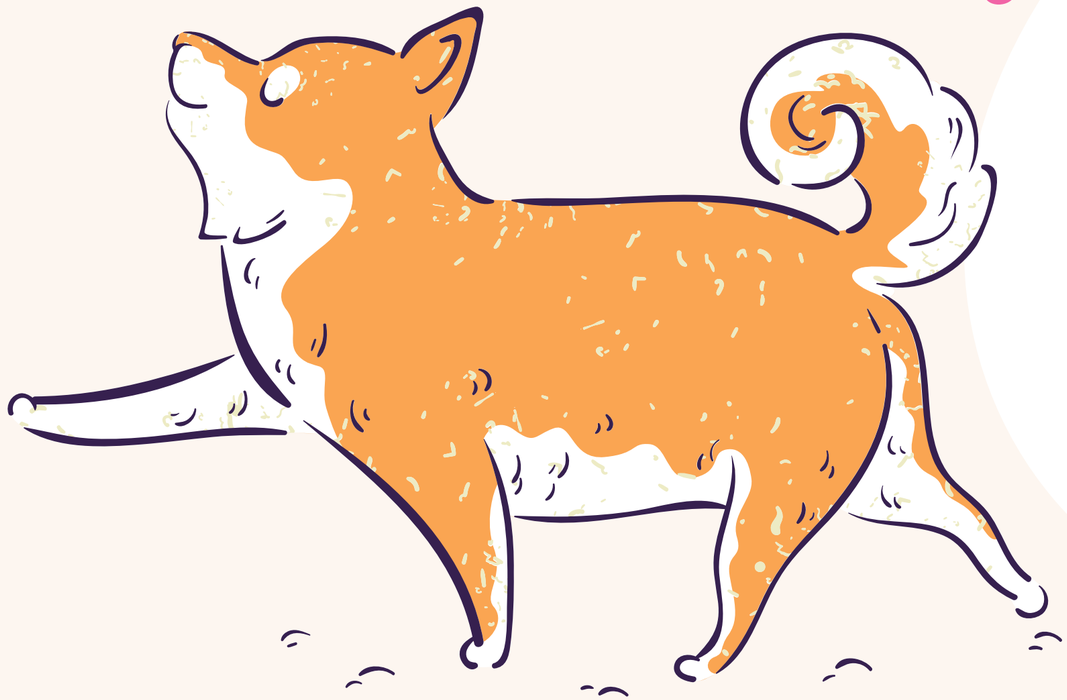
THE NAIVE BAES

PET PAWPULARITY



AISHA BAITEMIROVA-OTHMAN, ANGELA KIM, STEVEN ADDISON

Presentation Overview

01 BUSINESS UNDERSTANDING

02 MODELING RESULTS

03 CONCLUSIONS & NEXT STEPS

What Makes a Good Photo?

THE NAIVE BAES

PET PAWPULARITY

CLARITY

CLOSE UP

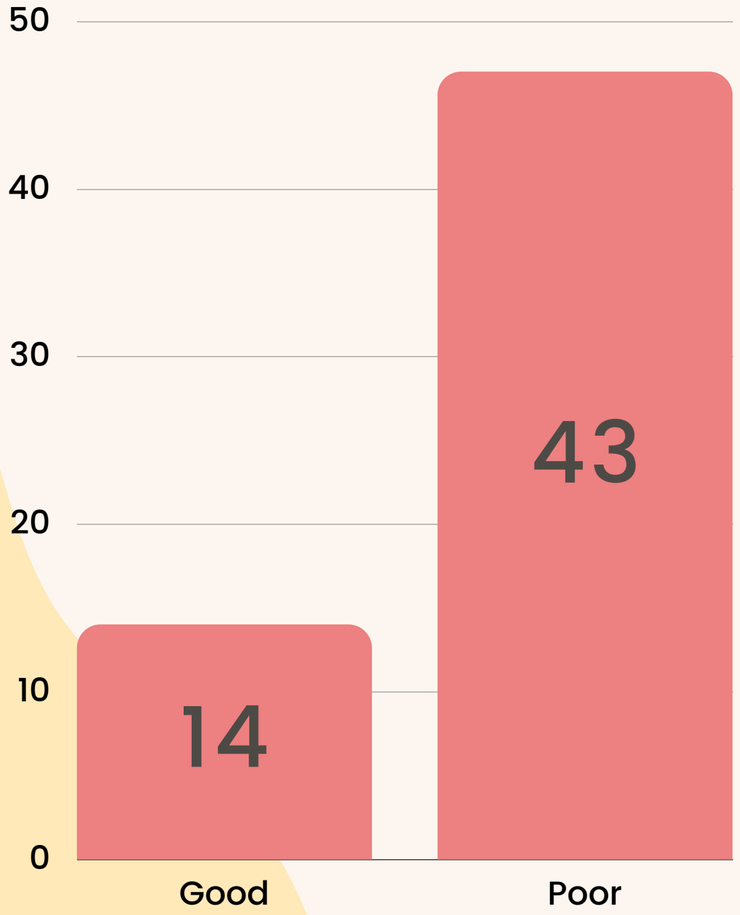
EYES

OUTDOORS

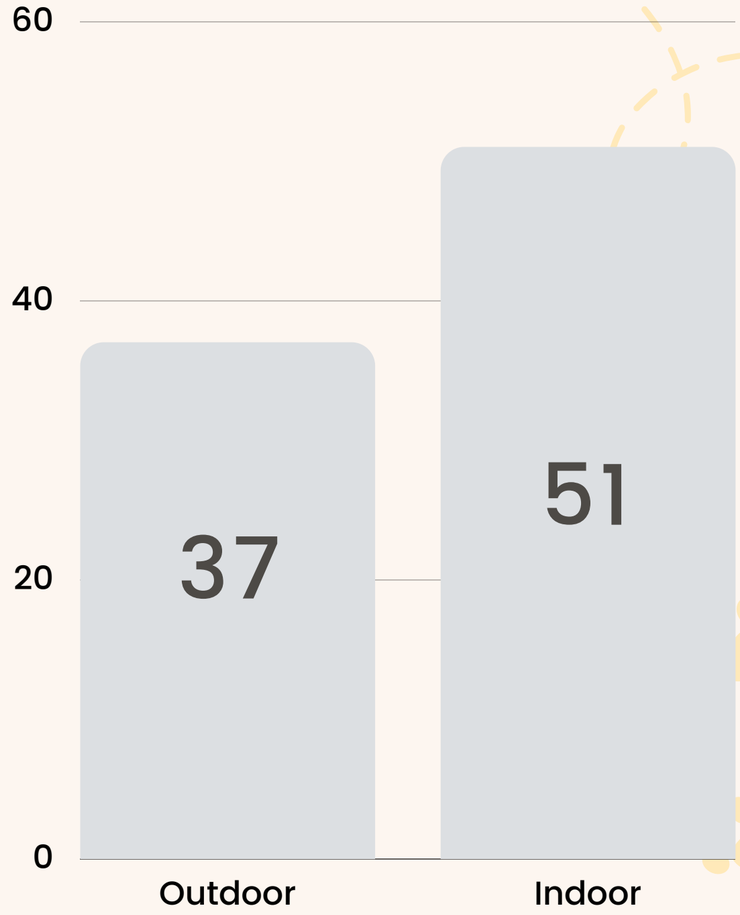
THE NAIVE BAES

THE STATS

Photo Quality vs. Adoption Time



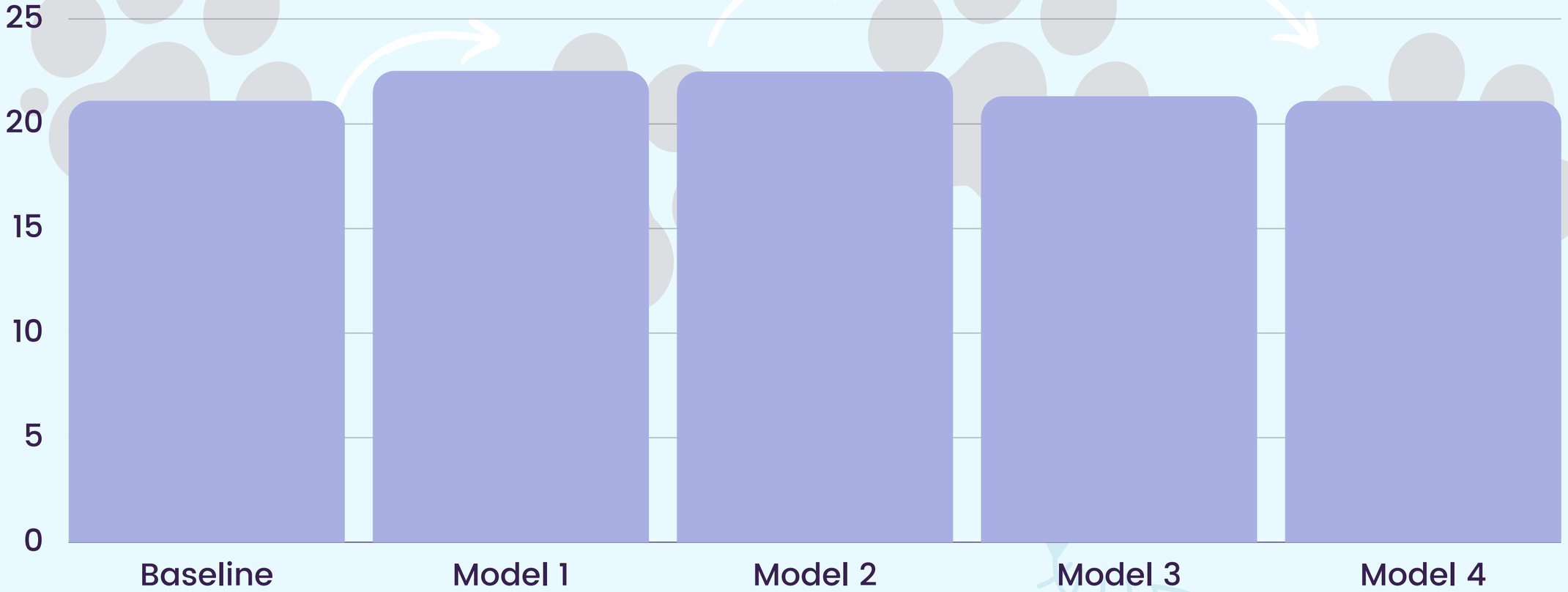
Adoption Time of Adult Dog Photos Outdoors vs. Indoors



PET PAWPULARITY

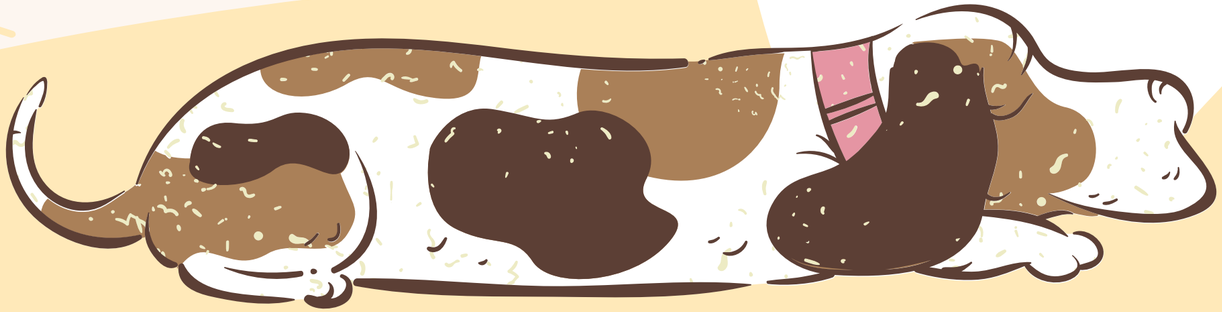
Modeling Results

THE NAIVE BAES



CONCLUSIONS

- 'Pawpularity' score is vague
- Photos are insufficient



NEXT STEPS

1

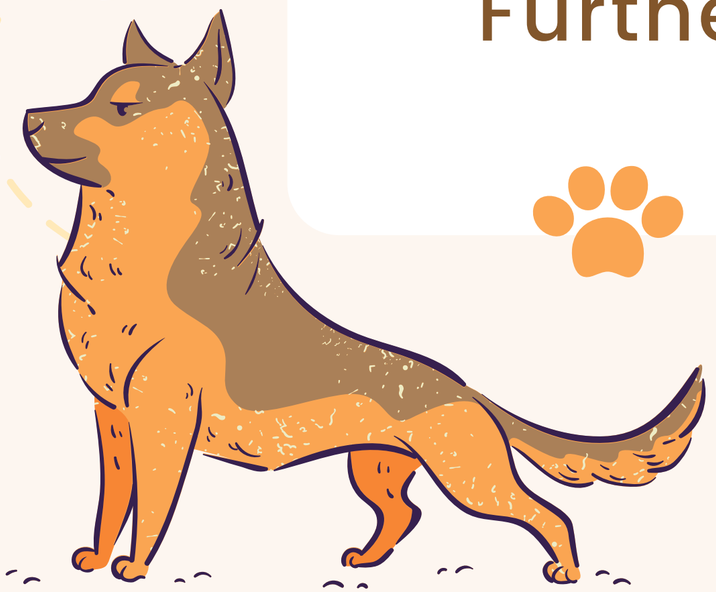
Examine 'Pawpularity' Further

2

Explore Other Features

3

Expand Modeling Knowledge



Any Questions?

- AISHA BAITEMIROVA-OTHMAN
- ANGELA KIM
- STEVEN ADDISON

Thank You

PET PAWPULARITY

THE NAIVE BAES