Finding Forever Homes for Furry Friends

Ariana Sosa-Trejo, Dwight Collier, Ross Branch

Topic introduction

- We aim to increase the rate of Adoption in North Carolina
- There are a lot of pets out there who don't have a home that deserve one
- We can use Data analysis to figure out what is and is not working

Our Questions

1. Which organizations are more convenient for a potential customer to adopt cats and/or dogs through social media?
2. Is a certain age, size, or sex of a dog/cat more/less likely to be adopted?
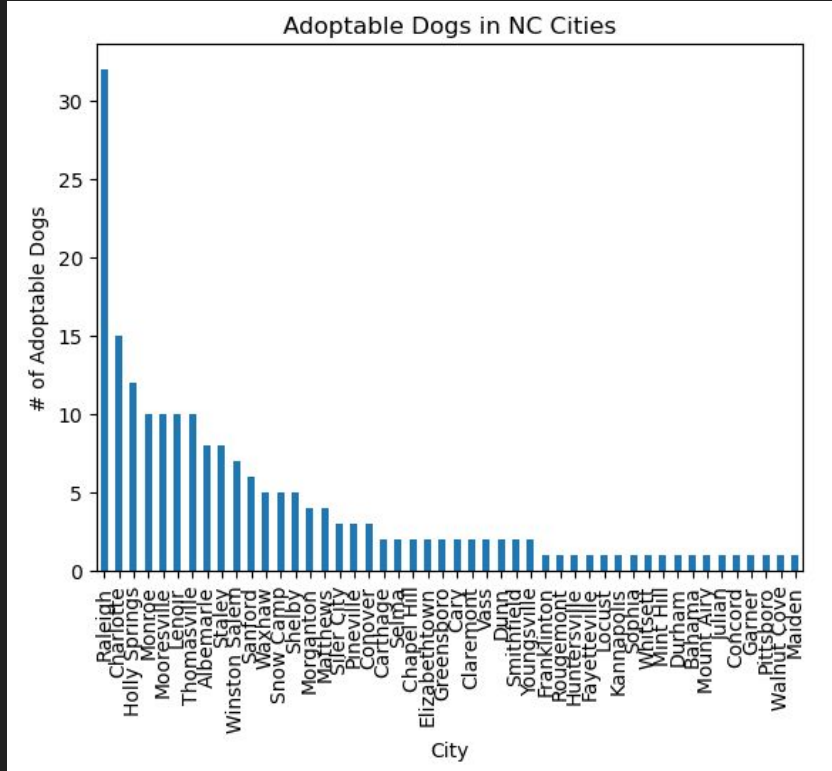3. Does a certain area (location) have higher/lower adoption rates?

Note: We used PetPy, a python wrapper for PetFinder for all analysis.

Does a certain area have higher/lower adoption rates?

- Analyze adoptable cats/dogs in North Carolina
- January 1st, 2018 - January 1st, 2023
- Possibly lower adoption rate
- Shift to adoptable pets in these cities
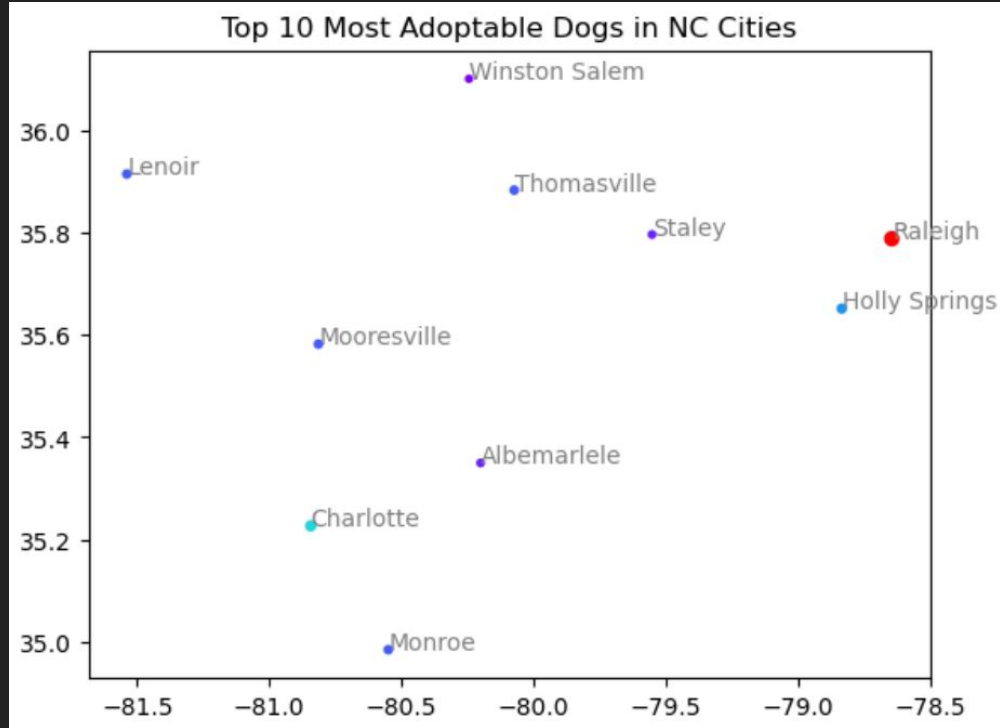 - Increase the adoption rates!

Initial Chart - Wait for it…

- City with most adoptable dogs
  - Raleigh, NC
- Want to look at areas
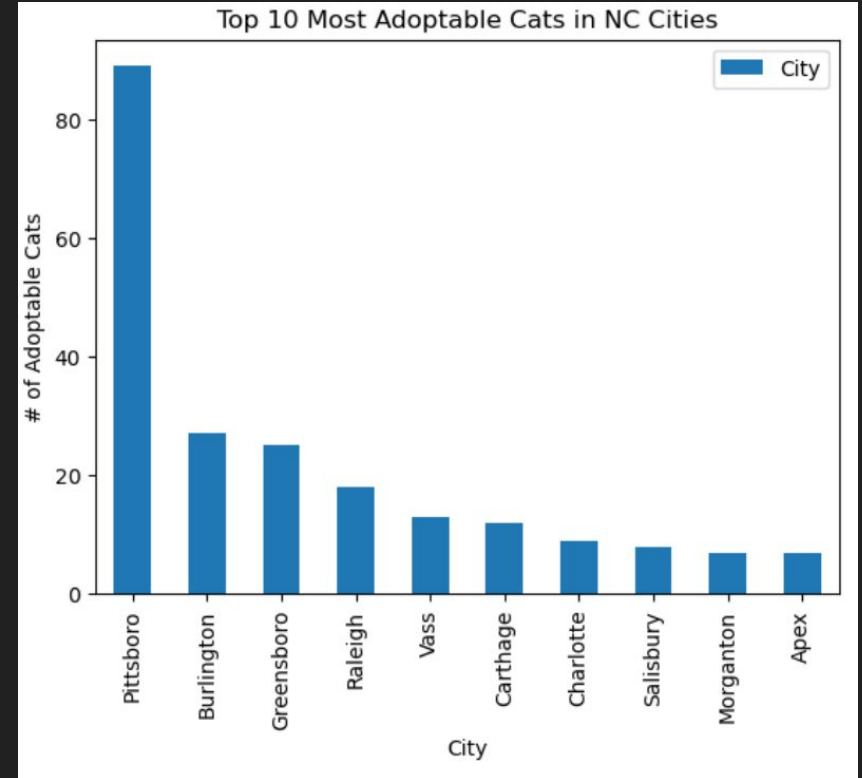- Not much useful information
- Note: not final information

Scatter Plot Time!

Top 10 Most Adoptable Dogs in NC Cities

- Using latitudes and longitudes
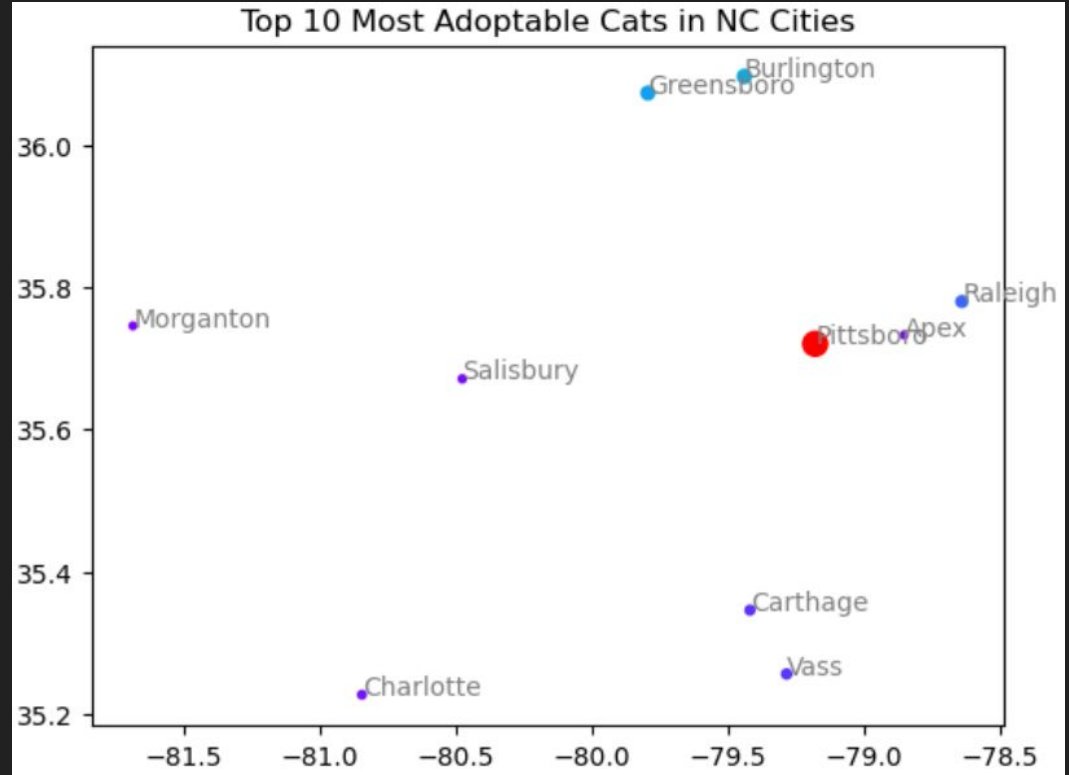- Color and size of markers
- Western NC has most adoptable dogs

What About Cats?

- Pittsboro - Outlier with most cats
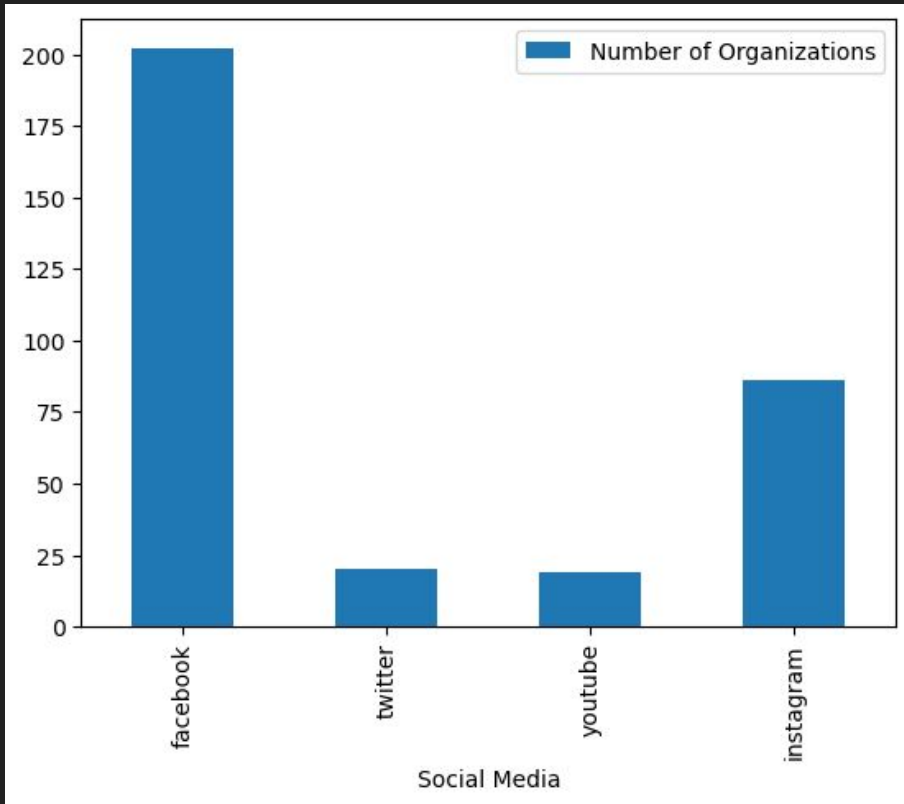- What about general area?

Scatter Plot of Cats

- Again, Western NC!
- 3 main areas
- Focus on increasing adoption efforts
- Possibly more pets in general

Which organizations are more convenient for a potential customer to adopt cats and/or dogs through social media?

This data shows the number of organizations with at least one of the major social media platforms.

Most Convenient Organizations for Cats

city	organization_id	name
Liberty	NC518	Tailless Cat Rescue
Pittsboro	NC72	Chatham Animal Rescue Education Inc.

This process involved merging all adoptable cats in NC and pairing the organizations with those that had not one, but all four major social media platforms. (The image above is a screenshot of the csv file created from this analysis.)

Most Convenient Organizations for Dogs

city	organization_id	name
Pittsboro	NC72	Chatham Animal Rescue Education Inc.

Same process involved for dogs. But wait…

Most Convenient Organization for Adoption

Chatham Animal Rescue Education Inc. Pittsboro, NC 27312

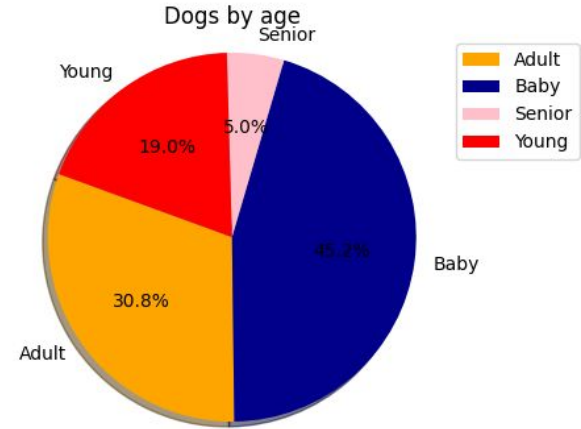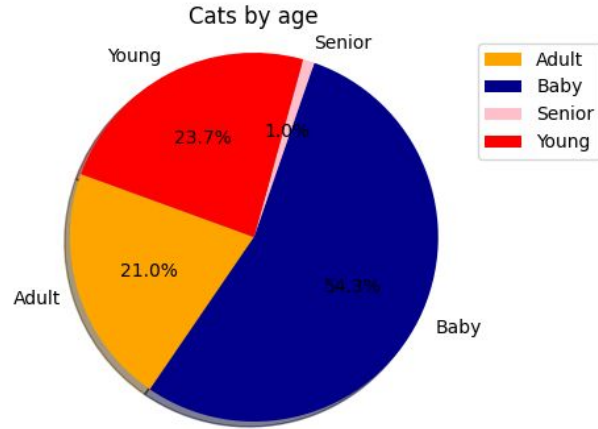For more information:

Email: help@chathamanimalrescue.org

Phone: (919) 542-5757

Website: https://www.chathamanimalrescue.org
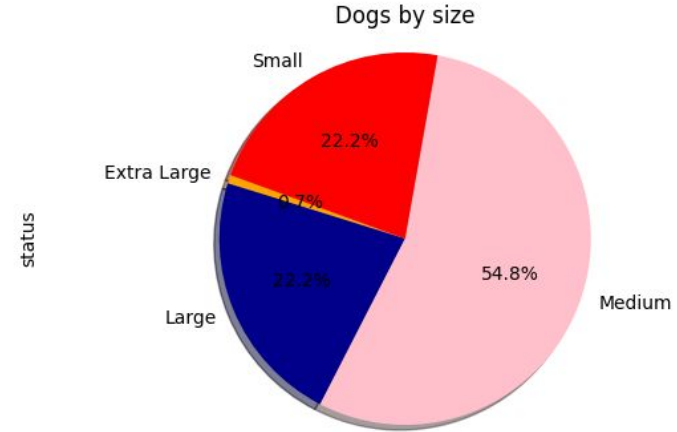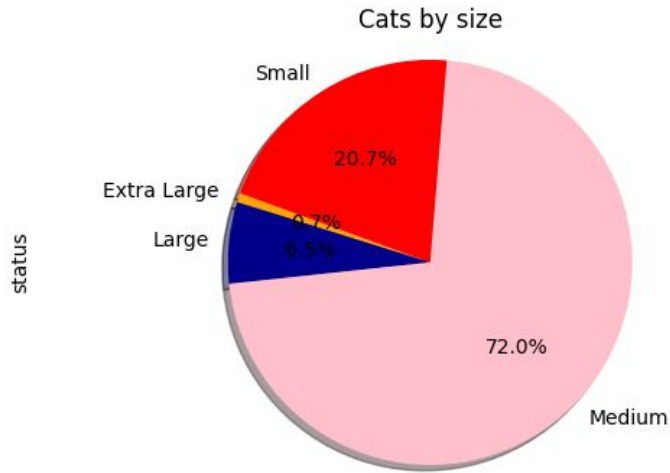
Social media platforms:

- https://www.facebook.com/chathamanimal/
- https://twitter.com/ChathamAnimal
- https://www.youtube.com/user/ChathamAnimalRescue
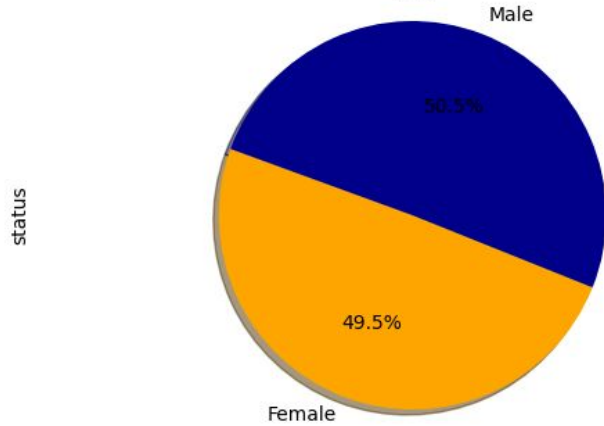- https://instagram.com/chathamanimal?utm_source=ig_profile_share&igshid=12qcfk22i5sh3

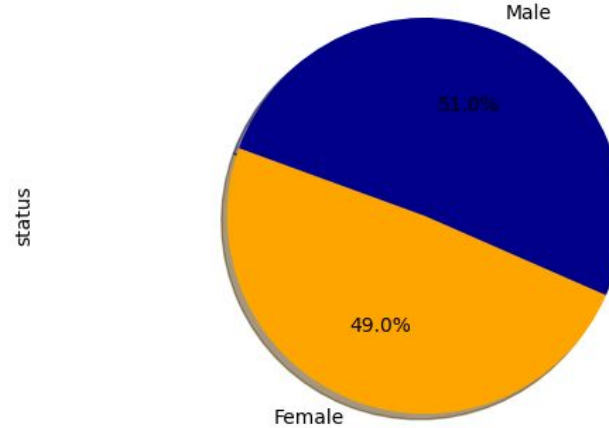# Cats & Dogs adopted by Age

Cats & Dogs adopted by size

Cats & Dogs adopted by gender

What do these graphs tell us?

- Younger pets are more likely to be adopted
- Small-Medium sized pets are more likely to be adopted
- Gender has little to no influence on adoption

In summary for all of these questions

- The pet that's most likely to be adopted is a Small-medium sized Pet that's still a baby, Gender makes no difference
- The most convenient organization for a potential customer to adopt cats and/dogs through social media is Chatham Animal Rescue Education Inc.
- Most adoptable cats and dogs are found in Western North Carolina cities.

Sources

- Images for Dog & Cat:
  https://instagram.com/chathamanimal?utm_source=ig_profile_share&igshid=12qcfk22i5sh3

- "API Calls." *Petfinder*, www.petfinder.com/developers/v2/docs/. Accessed 2 Aug. 2023.