# DATA VISUALIZATION

## (BA 54050 – 001)

# PROJECT - 3

## (EXTENSION OF PROECT-2)

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*Let's start off by defining our vision for Portage APL,*

The dashboard should focus on providing Portage APL with situational awareness on key metrics. I would suggest the dashboard answer the following three critical questions:

### QUESTION 1.

What is the amount of adoptions of a particular species, including a breakdown by type of pet (e.g. dog, cat, other)?

### QUESTION 2

What is the sex of these particular species that have been adopted?

### QUESTION 3

Which city in Ohio has the greatest number of adoptions?

### *Introduction*

Portage APL, the Animal Protective League, plays a crucial role in the lives of many pets and their owners. As the organization strives to provide a safe haven for animals in need, it is essential to have a comprehensive understanding of the adoption trends and patterns within its area of operation. This dashboard aims to provide Portage APL with the necessary situational awareness to make informed decisions and optimize their adoption processes.

The dashboard focuses on answering three critical questions that will help Portage APL better understand its adoption data:

**What is the amount of adoptions of a particular species, including a breakdown by type of pet (e.g., dog, cat, other)?**

- A column chart has been constructed for this purpose showcasing which species has been adopted the most, and according to the graph cat has been adopted the most, followed by dogs.

**What is the sex of these particular species that have been adopted?**

- For this purpose, I have used a pie chart to showcase the particular sex of the species into male and female.
- Male with the color of blue, and female using the pink color. It was found that the female species was adopted the most.

**Which city in Ohio has the greatest number of adoptions?**

- Similar to question 1, a column chart was used to observe which city in Ohio has the most number of adoptions.
- It was observed that Ravenna had the most number of adoptions followed by Kent city.

By addressing these questions, Portage APL can gain valuable insights into their adoption trends, identify areas of focus, and tailor their strategies to better serve the needs of the animals and the community.

## *Conclusion:*

This dashboard provides Portage APL with a comprehensive view of their adoption data, enabling them to make informed decisions and optimize their processes. The insights gained from the visualizations can help the organization understand the demand for different pet types, the preferences of adopters, and the geographical distribution of adoptions within Ohio.

By regularly monitoring and analyzing this data, Portage APL can adapt its marketing, outreach, and adoption programs to better meet the needs of the community and find loving homes for the animals in their care. This dashboard serves as a valuable tool for Portage APL to enhance their situational awareness, drive strategic decision-making, and ultimately, improve the lives of the pets they serve.