**Petfinder Pawpularity**

Kayla Thompson

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<https://github.com/kaymaethomp1>

**Ten Additional Questions**

1. What do the most popular pet profiles have in common?
   1. From this analysis the only similarity seen is that the most popular pets have photos on their profiles.
2. What is the most important photo characteristic?
   1. This was inconclusive, it seems all are equally important based on this data.
3. What is the least important photo characteristic?
   1. This was inconclusive, it seems all are equally important based on this data.
4. Does photo quality matter?
   1. This was inconclusive, it seems all are equally important based on this data.
5. Does the background matter?
   1. This was inconclusive, it seems all are equally important based on this data.
6. Do props make a difference?
   1. This was inconclusive, it seems all are equally important based on this data.
7. Do humans in the photo make a difference?
   1. This was inconclusive, it seems all are equally important based on this data.
8. Do other animals in the photo make a difference?
   1. This was inconclusive, it seems all are equally important based on this data.
9. Does popularity mean higher chance at adoption?
   1. Yes, the more people that view a pet’s profile the higher the pet’s likelihood at finding a home.
10. Are there characteristics or other factors we aren’t considering?
    1. Yes, the pet’s breed, age, location and other factors are important but aren’t included in this data.