

# Portage APL Report

## Exploratory Analysis:

The Database is having a Master table List1 with a MasterID key linking to all other tables. This table is having a list of names related to donations and adoptions. There is an adoption table having all the data related to adoptions and breeds that are adopted. From the data given to us below are the findings that we have observed that are found to be relative to our dashboards,

- It can be observed that the breed “domestic short-haired (DSH)” has a high rate of adoptions and is also prone to rabies.
- “Owner surrenders” and “dog pound” were found to be having major share in the origin of animals for the APL.
- Ravenna, Kent, and Streetsboro seem to be having higher adoption rates.
- There is a significant association between the breed of the rescued animal and the time it takes to find a permanent home, which can help Portage APL prioritize its adoption efforts.
- Domestic short-haired cats and mixed breeds are the most common animals rescued by Portage APL, followed by domestic long-haired cats and dogs.
- The analysis suggests that Portage APL can benefit from implementing targeted outreach efforts in areas where there are fewer adoptions, such as for domestic long-haired cats and other breeds.
- The majority of animals rescued by Portage APL are cats, which could indicate a need for increased efforts to rescue and adopt other types of animals, such as dogs or rabbits.
- Overall, this exploratory analysis provides a foundation for future improvements to Portage APL's animal rescue operations, ultimately helping to save more animals' lives.

## Additional Questions:

- Need more insights and data related to the healthcare expenses of each animal and the budget.
- How do the medical histories and conditions of the rescued animals impact their adoption rates, and what measures can Portage APL take to improve their health before adoption?
- Are there any seasonal trends in the number of animals rescued and adopted, and how can Portage APL adjust its operations to meet demand during peak seasons?
- How can Portage APL work with veterinary professionals to provide quality healthcare services for rescued animals?

# Big Idea 1

## **Introduction:**

The purpose of this report is to present Big Idea 1 proposed by our team. This idea revolves around developing a dashboard that shows information related to the percentage of adoption by species, breed, city, and origin of the animal. The dashboard will also provide the percentage of disposition of the animal.

## **Background:**

The adoption of animals is an essential aspect of animal welfare, and it is crucial to monitor the adoption rate to ensure the well-being of animals. The current adoption process is manual, and it becomes challenging to keep track of the adoption rate and the type of animals that get adopted. Therefore, our team proposes Big Idea 1 to develop a dashboard that provides real-time information on the adoption rate of animals.

## **Dashboard:**

The proposed dashboard will contain several components that provide information regarding the adoption rate of animals. The first component of the dashboard would be a graphical representation of the adoption rate by species. This information is crucial as it helps to determine the popularity of a particular species among adopters.

The second component of the dashboard would be a graphical representation of the adoption rate by breed. This information will help to determine the most popular breed among adopters.

The third component of the dashboard would be a geographical representation of the adoption rate by city. This information will help to determine the cities with the highest and lowest adoption rates.

The fourth component of the dashboard would be a graphical representation of the adoption rate by the origin of the animal. This information will help to determine the popularity of animals from a specific region.

The last component of the dashboard would provide information on the disposition of the animal. This information is crucial as it helps to determine the percentage of animals that get adopted, returned, or remain in the shelter.

## **Conclusion:**

In conclusion, the proposed dashboard will be a powerful tool for animal shelters to monitor the adoption rate of animals. The dashboard will provide real-time information on the adoption rate by species, breed, city, and origin of the animal. It will also provide information on the disposition of the animal, which is crucial for the welfare of the animal. The development of this dashboard will revolutionize the adoption process and ensure the well-being of animals. The audience using the dashboard would be able to focus on the cities with the highest and lowest adoption rates. Due to this, the audience would be able to increase incoming donations for cities with high adoption rates and increase adoption rates in cities with low adoption rates.

## BIG IDEA 1 - Worksheet

### A. Who is your audience?

#### 1. List the primary group or individuals to whom you'll be communicating?

- Chalan Lowry - Executive Director
- Jennifer Larson - President
- Sandra Krutz - Vice-President
- Tom Trexler - Treasurer
- Erica Eckert – Secretary

#### 2. If you had to narrow that to a single person who would that be?

- Chalan Lowry – Executive Director

#### 3. What does your audience care about?

- City with highest adoption
- Adoption rate by breed and species
- Disposition of pets
- Origin of the animal

#### 4. What action does your audience need to take?

- Run “Paw to celebrate” campaign in the cities with the highest adoption rate to increase donations.
- Run “Paw to celebrate” campaign in the cities with the low adoption rate to increase awareness.

### B. What is at stake?

#### 1. What are the benefits if your audience acts in a way that you want them to?

- Higher adoption rates.
- Donations might increase.

#### 2. What are the risks if they don't?

- The risk of adoption saturation or come down in the cities with highest adoption rates.
- Decrease in donations.

### C. Big Idea:

- Paws to celebrate campaigns would help to increase the incoming donations and generate awareness regarding the adoptions of pets.

## **Big Idea 2**

### **Introduction:**

The purpose of this report is to present Big Idea 2 proposed by our team. This idea revolves around developing a dashboard that shows health information of the breeds, expenses for treatment of animals, vet information, and budget forecast related to healthcare of animals.

### **Background:**

Animal welfare encompasses not only the adoption process but also the healthcare of animals. Health is a crucial aspect of animal welfare, and it is essential to monitor the health of animals to ensure their well-being. The current healthcare process for animals is manual, and it becomes challenging to keep track of the health of animals, expenses for treatment, vet information, and budget forecast. Therefore, our team proposes Big Idea 2 to develop a dashboard that provides real-time information on the health of animals.

### **Dashboard:**

The proposed dashboard will contain several components that provide information regarding the health of animals. The first component of the dashboard would be the health information of the breeds. This information is crucial as it helps to determine the health status of a particular breed and the common health issues faced by them.

The second component of the dashboard would be the expenses for treatment of animals. This information will help to determine the expenses for treating common health issues faced by animals and aid in budget forecasting.

The third component of the dashboard would be vet information. This information will help to determine the availability of vets and their specializations in different areas, making it easier for pet owners to find the right vet for their pets.

The last component of the dashboard would be the budget forecast related to healthcare of animals. This information is crucial as it helps to determine the budget required for the healthcare of animals and aids in financial planning for animal welfare organizations.

### **Conclusion:**

In conclusion, the proposed dashboard will be a powerful tool for animal welfare organizations to monitor the health of animals. The dashboard will provide real-time information on the health of animals, expenses for treatment, vet information, and budget forecast related to the healthcare of animals. It will aid in budget forecasting, financial planning, and finding the right vet for pets. The development of this dashboard will revolutionize the healthcare process for animals and ensure their well-being.

## BIG IDEA 2 - Worksheet

### A. Who is your audience?

#### 1. List the primary group or individuals to whom you'll be communicating?

- Chalan Lowry - Executive Director
- Jennifer Larson - President
- Sandra Krutz - Vice-President
- Tom Trexler - Treasurer
- Erica Eckert – Secretary

#### 2. If you had to narrow that to a single person who would that be?

- Chalan Lowry – Executive Director

#### 3. What does your audience care about?

- Health information of the breeds
- Expenses for treatment of animals
- Vet information
- Budget forecast related to health care.

#### 4. What action does your audience need to take?

- Register medical expenses for each treatment done to an animal.
- Provide the health budget data and expenses of previous years.

### B. What is at stake?

#### 1. What are the benefits of your audience acts in a way that you want them to?

- The welfare of animals will be improved.
- Hassle-free intake of animals.
- Transparency between sponsors related to health care expenses.

#### 2. What are the risks if they don't?

- Risk of inconsistency in health care budget.
- The health condition of the animals may deteriorate.

### C. Big Idea:

- To reduce the budget gap for healthcare expenses, the organization should focus on donation and come up with ideas to increase incoming donations.