

Dogs of Zurich

By Matt Gargiulo



What is the Problem?

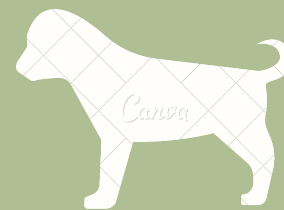
You operate a chain of dog rescues and are looking to expand into Zurich. You want to make sure you fully understand the demographic of the area to ensure all dogs get adopted ASAP and that each owner is happy and excited; you must maintain your 0% dog return record!

The following data was given to you to help better understand the doggy landscape.

About our Data

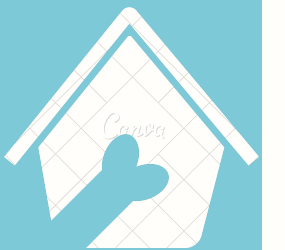
Data Source

- Sourced from Kaggle
- Originally from 'Open Source Zurich'
- Translated from German



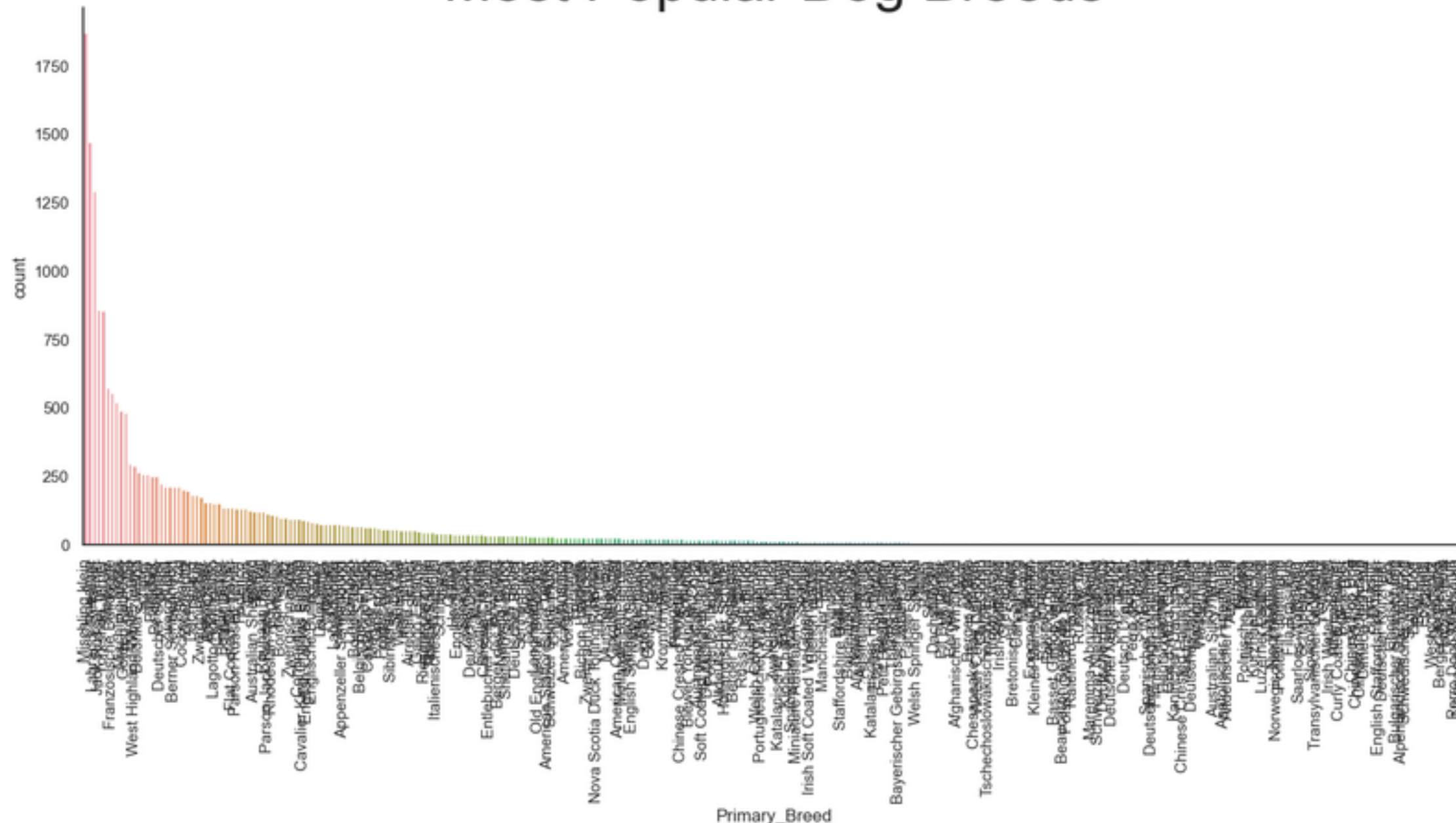
Data Info

- 20517 rows of data and 11 unique columns
- Contains data from 2016, 2017 and 2018
- Information on dog and dog owners from the City's 12 districts



Lets Learn More About the Dogs

Most Popular Dog Breeds



- 311 unique breeds of dogs in Zurich (not including mixed breed dogs)
- However, only 45 breeds make up 75% of dogs owned

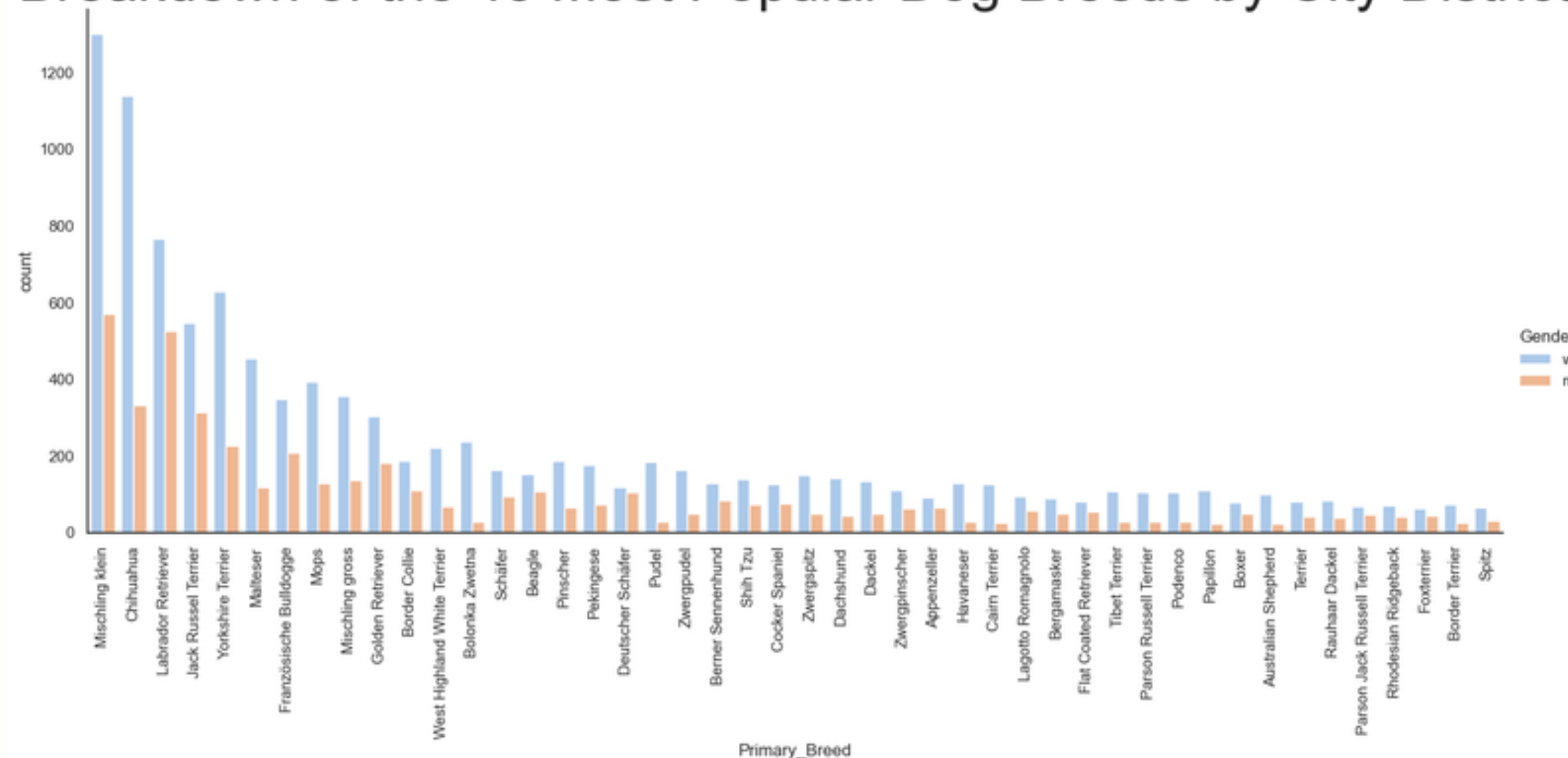
Lets Learn More About the Dogs

By subsetting the data to those 45 breeds, two trends are immediately present:

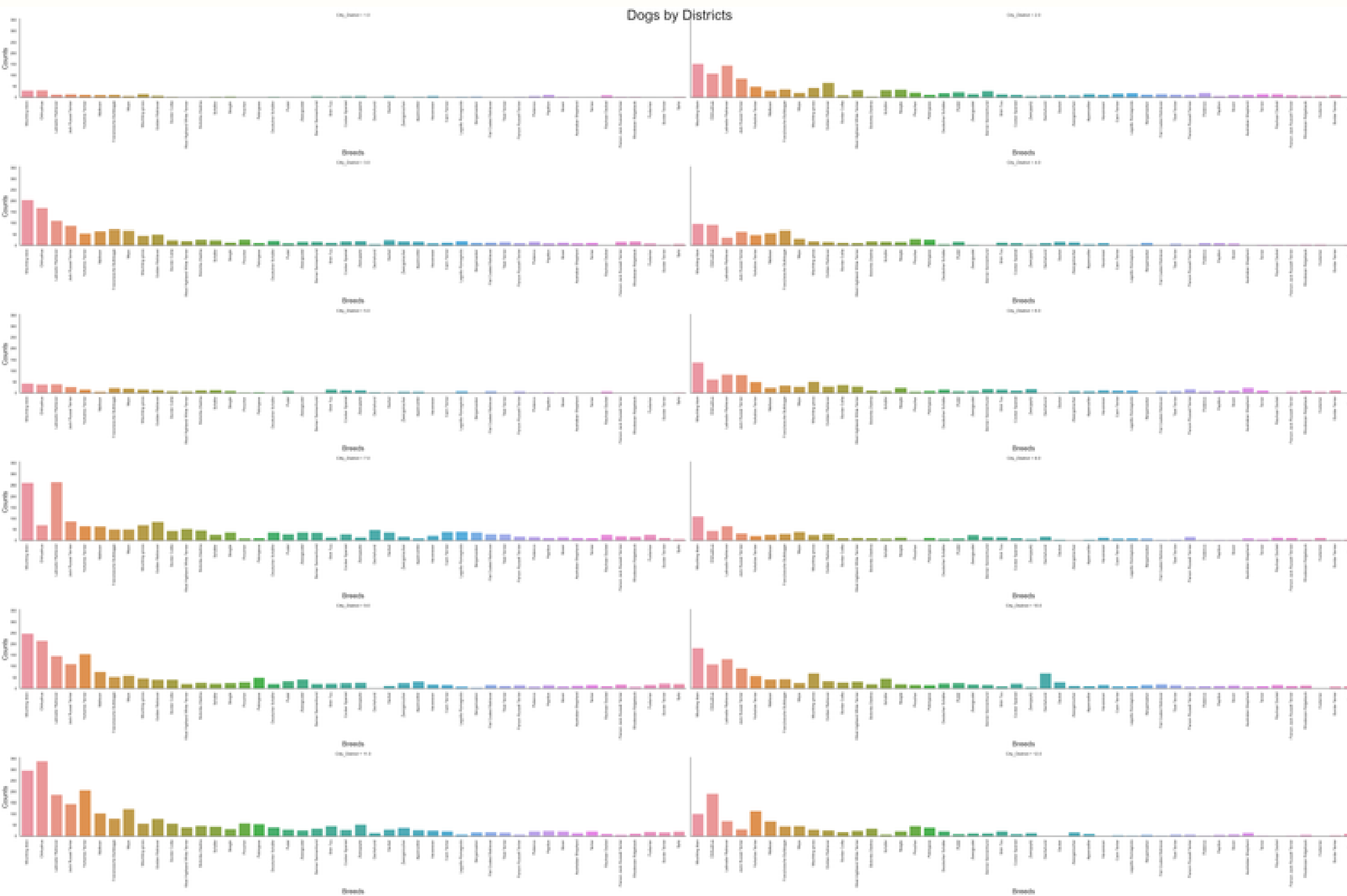
1) Mischling Klein, Chihuahua, and Labs make almost 25% of all dog species

2) Women are more likely to own a dog than a male

Breakdown of the 45 Most Popular Dog Breeds by City District



Lets Learn More About the Dogs



The data maintains shape when we break it down by district



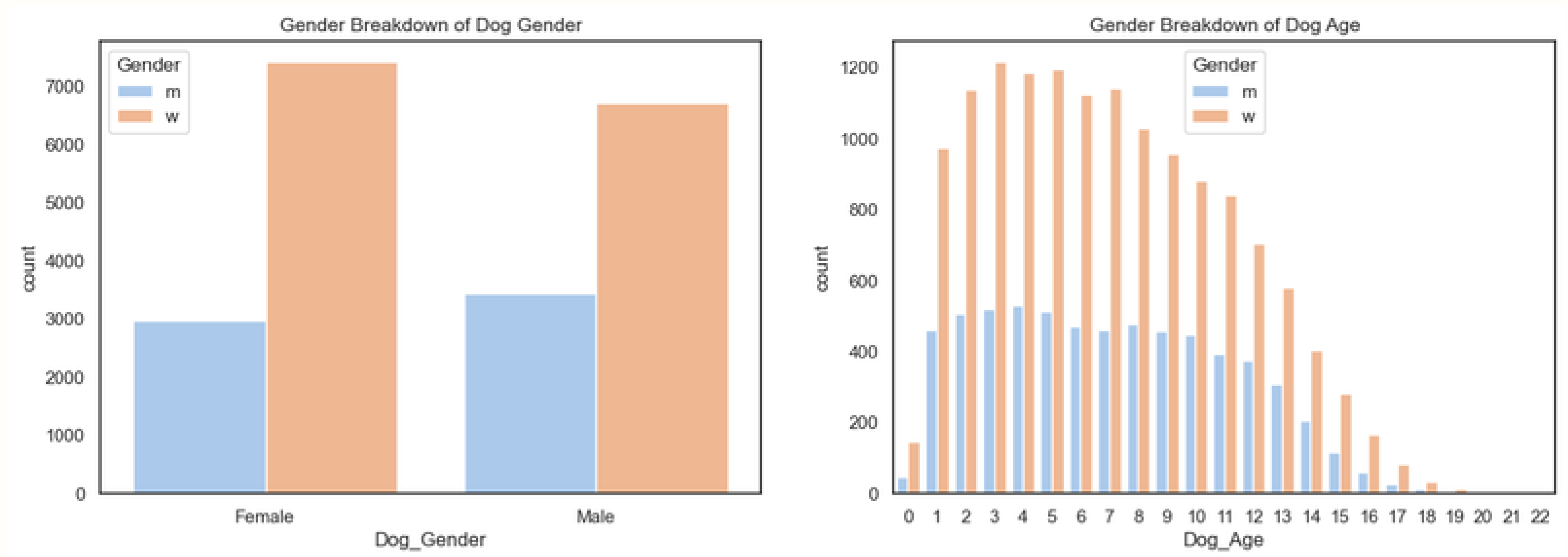
But what about other demographics pertaining to the dog owners of Zurich?

Questions we can ask:

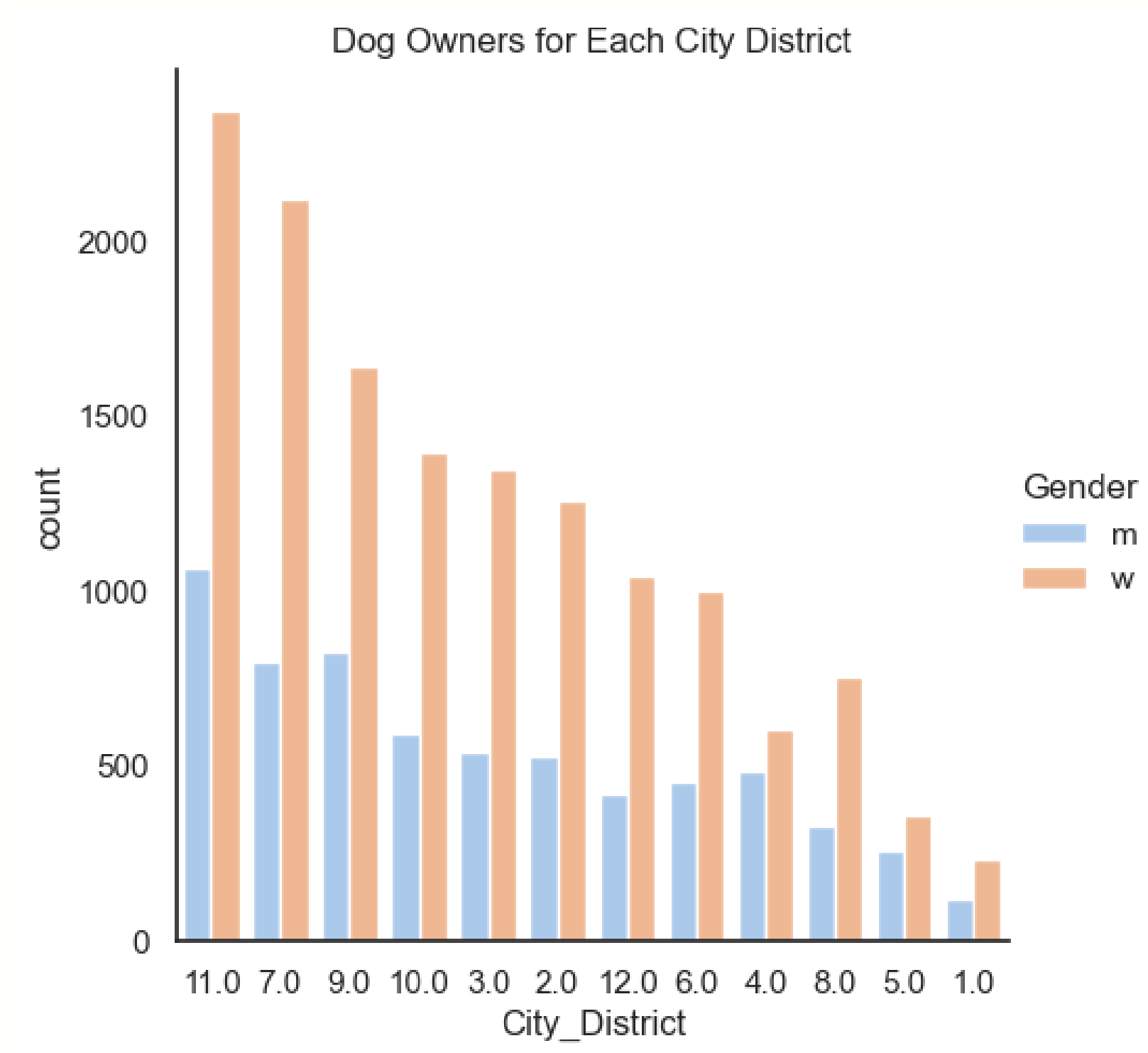
1. Do older people prefer older or younger dogs?
2. Do men prefer male dogs?
3. Do city Districts have different number of dogs?

Demographic Preferences- Gender

1. Men are slightly more likely to own a male dog and, females, a female dog
2. Females are 220 % more likely to own a dog than males
3. Both male and female ownership is rightly skewed



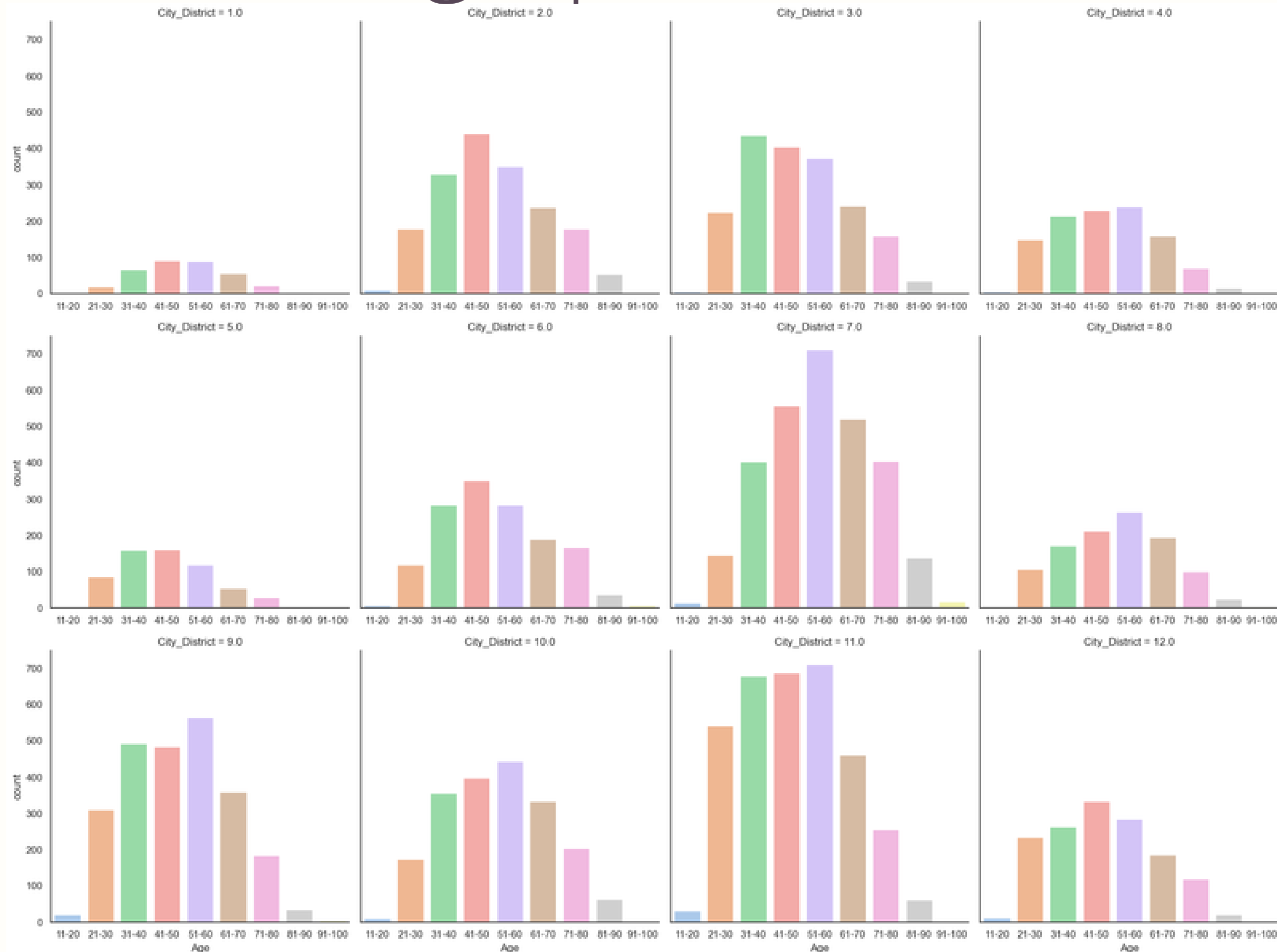
Demographic Preferences- Gender



Additionally:

1. There is no district where men have higher number of dogs than women
1. Districts 4 and 5 show the closest gap in dog ownership by males and females.

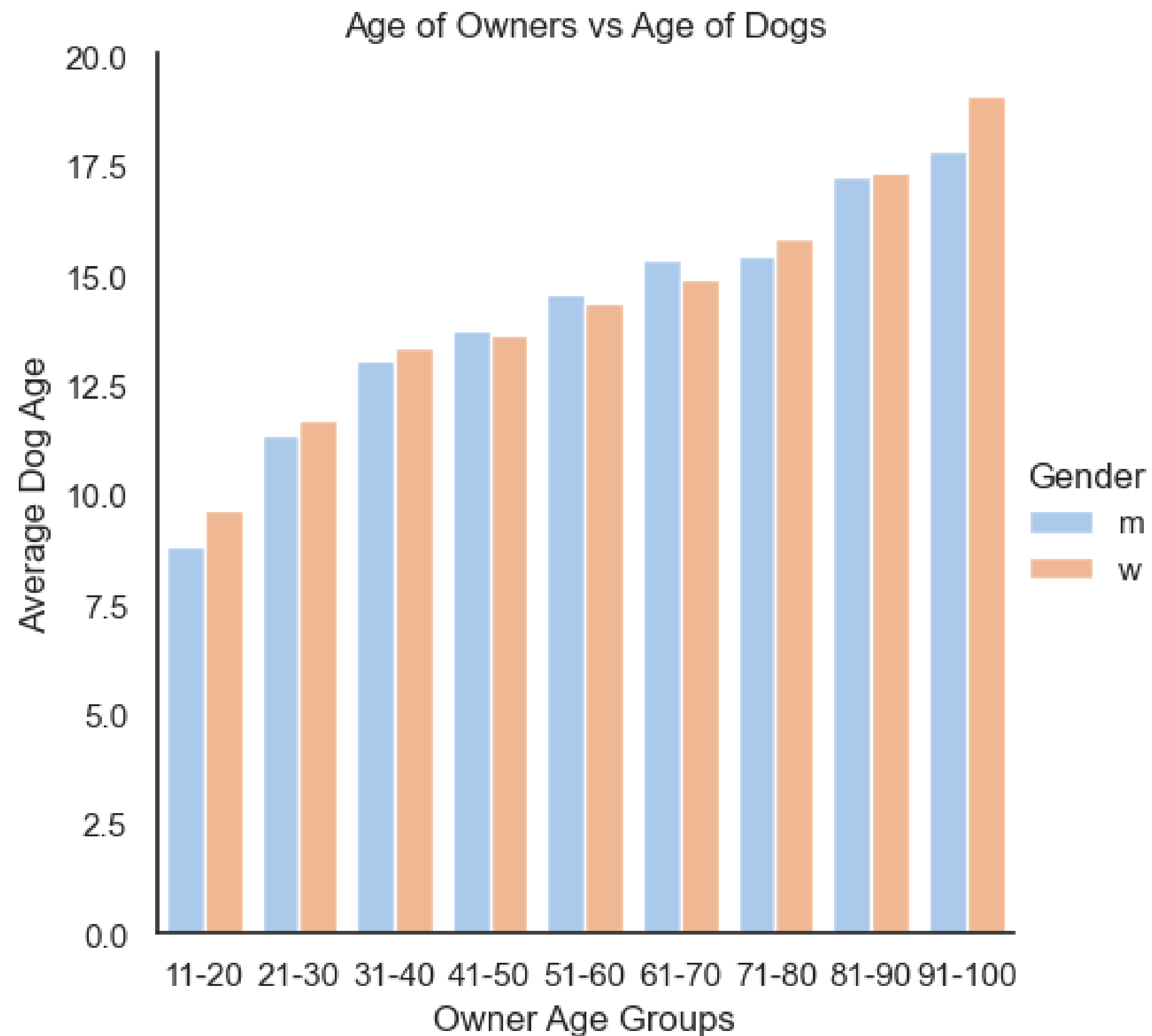
Demographic Preferences- Age



What about breaking down the data by age?

1. The largest share of dog owners range from 31-60 years old.
2. The grouping of 51-60 year olds is the most frequent.

Demographic Preferences- Age



Finally:

1. dog age shows a linear relationship with dog owner age.
2. People from ages 11-20 are more likely to own a puppy.

Concluding Remarks



Zurich seems like an excellent location for a new dog shelter! People from all districts, ages, and genders show a great interest in dog ownership.

When marketing, however, the team should focus on marketing toward middle-aged women as they are more likely to bring a new dog home!