

LAPD❤️G

VS

LAPC⬆️T

Waggle

RESET

Go to Pets page

Go to Families page

Year, Month

- ☒ 2018
☒ 2019
☒ 2020

1/1/2018

12/31/2020

Day of Week

All

Dog/Cat, Br...

- ☐ Select all
☒ Cat
☒ Dog

Gender

Female

Male

State, City

Search

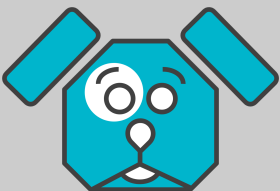
- ☐ Select all
☒ Alabama
☒ Alaska
☒ Arizona
☒ Arkansas
☒ California
☒ Colorado
☒ Connect...
☒ Delaware

Location/Platform of Purcha...

- ☐ Select all
☐ Great Buy
☐ Other
☐ PetFans
☐ Rainforest.Com
☐ Waggle Trial
☐ Waggle.Com
☐ Wall Market

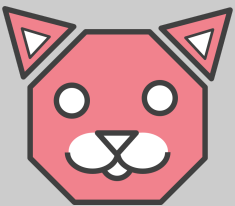
4.69

Lapdog device Avg rate

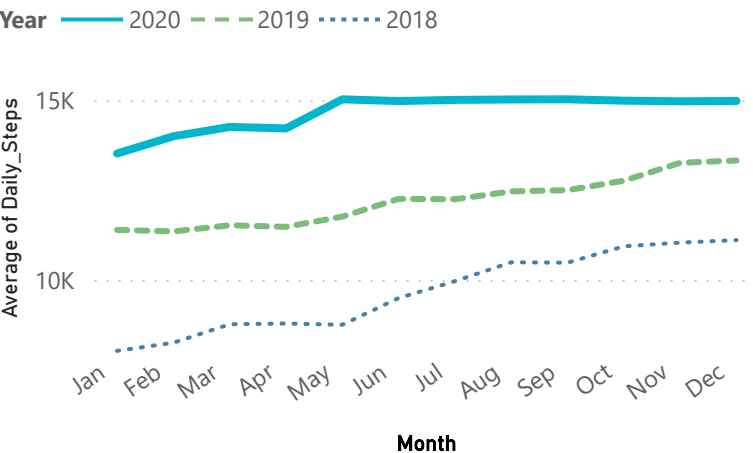


1.64

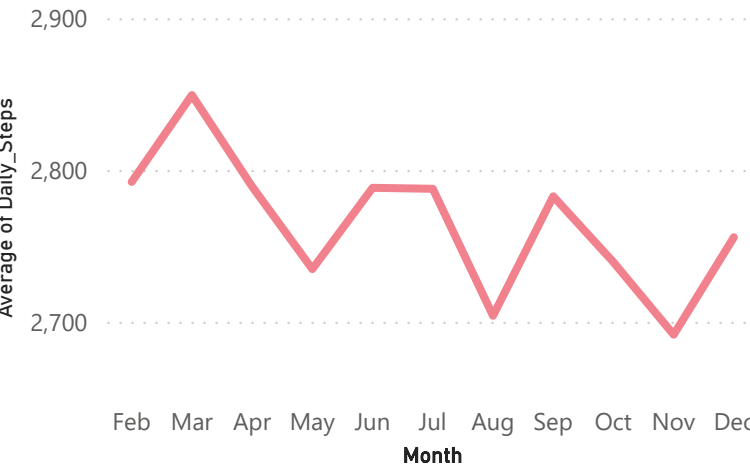
Lapcat device Avg rate



Average of Daily_Steps of dogs over time using Lapdog



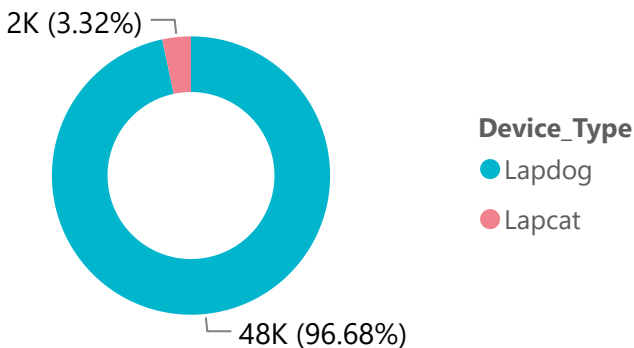
Average of Daily_Steps of cats over time using Lapcat



Rating count of places/platforms where devices are sold

Device_Type	Rating
Lapdog	10161
Waggle.Com	6103
Rainforest.Com	3063
Great Buy	493
Total	11161

% Customer Rating



Power BI report: Pet Insights

Waggle

RESET

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1/1/2018

12/31/2020

Dog/Cat

Cat

Dog

Day of Week

All

Gender

Female

Male

Would You Recommen...

- ☐ N
- ☐ Y

State

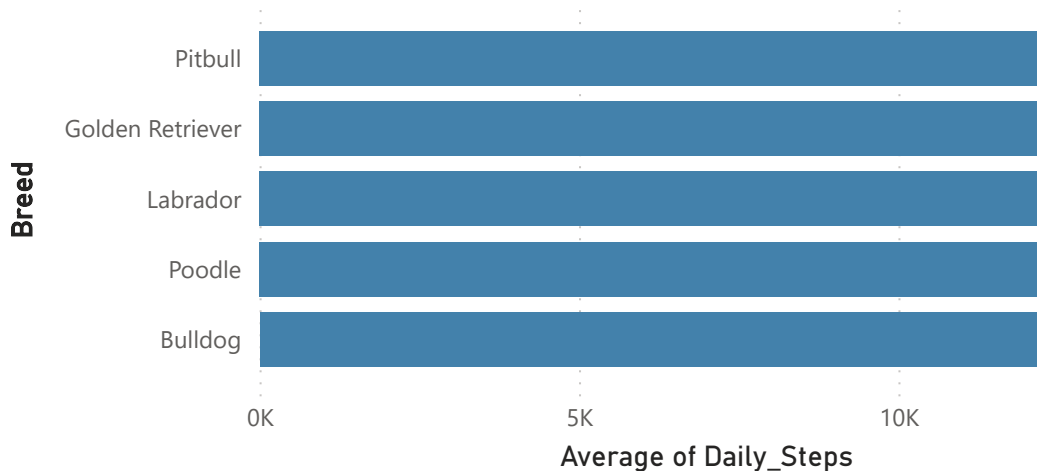
Search

- ☐ Select all
- Alabama
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- Colorado
- Connecticut
- Delaware

Top 5 breeds by Avg weight

Top 5 breeds by Avg daily steps

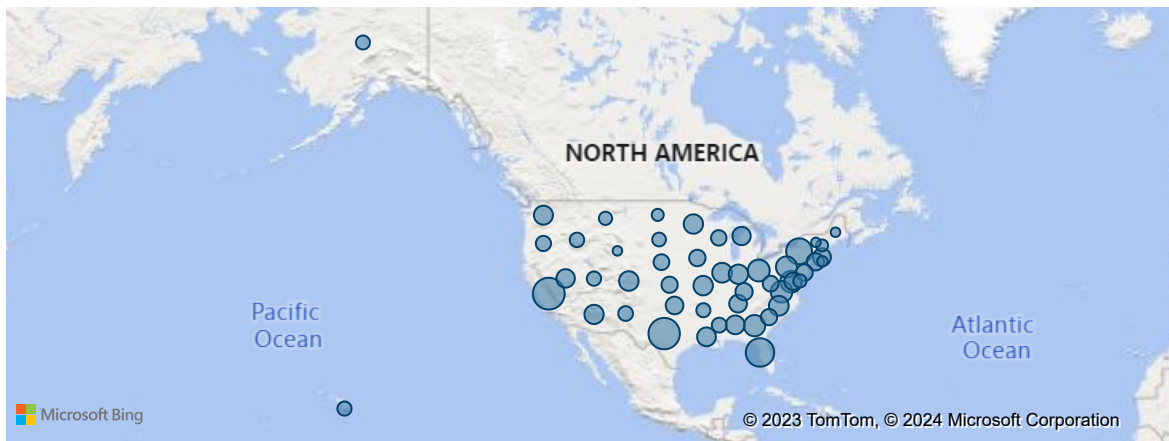
Top 5 breeds by Avg daily steps



Total no. of Pet

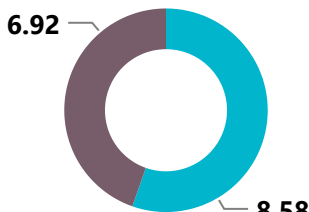
11161

Count of Total_Pets by State



Pet Avg. Age

6.92



Pet... Cat Dog

Power BI report: Family Insights



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1/1/2018

12/31/2020

Dog/Cat

Cat

Dog

Day of Week

All

City

Search

- ☐ Abilene
☐ Aiken
☐ Akron
☐ Albany
☐ Albuquerque
☐ Alexandria
☐ Alhambra
☐ Allentown
☐ Alpharetta
☐ Amarillo

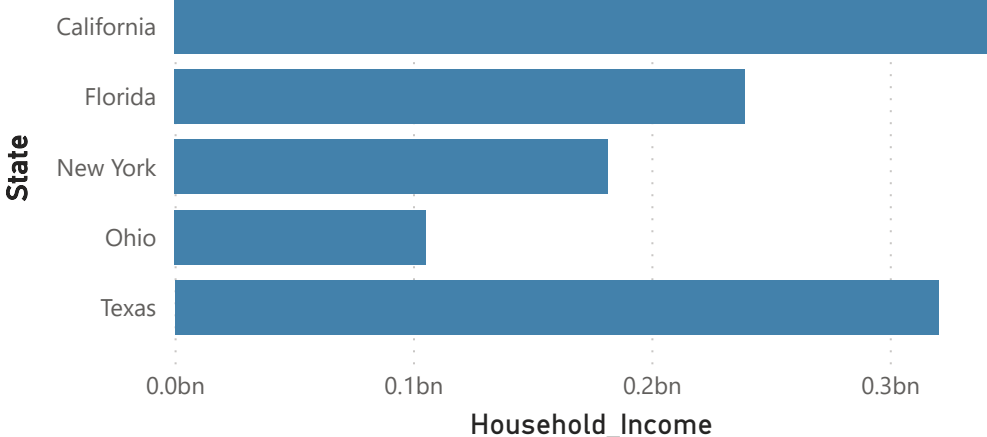
Location/Platform of Purchase

- ☐ Select all
☐ Great Buy
☐ Other
☐ PetFans
☐ Rainforest.Com
☐ Waggle Trial
☐ Waggle.Com
☐ Wall Market

Top 5 state annual household income

Top 5 state by annual pet expenses

Top 5 state by Household Income



Household_Income and Annual_Pet_Expenses



Annual_Pet_Expenses

44.44M

Household_Income

2.95bn