***[Tableau Story Page 1 – ‘Business Recommendation to Dognition’]***

Hello Everyone,

My name is Darshan Pangare. I am a Data Enthusiast and today I am here to make a business recommendation to Dognition.com as part of the ‘Data Visualization and Communication with Tableau’ course on Coursera.

Before we move ahead with the presentation, I would like to mention some of the solutions that I feel would be beneficial for Dognition:

1. **Send alerts/reminders more frequently.**
2. **Enable Achievements/Rewards.**
3. **Utilize the power of social media.**

My S.M.A.R.T Goal for making this recommendation would be to “**Improve the test completion rate by approximately 8% over a period of 2 months.**”

Before we get into the details, let’s first explore the observations in the Dognition data sets.

***[Tableau Story Page 2 – Analyzing Drop-off rate based on Test Name’]***

The following chart shows the Number of Dogs VS Dognition Test comparison.

Each color on the chart describes one of the many tests offered by Dognition to its users. The ‘Yawn warm-up’ and the ‘Yawn game’ are the tests completed by most of the users. These two tests are followed by the ‘Eye contact warm-up’ and ‘Eye contact’ tests. Most of the users who take the ‘Eye contact warm-up’ test also take the ‘Eye-Contact’ test. Although the number of active test users is dropping after every test, it can be clearly seen that a large portion of the users drop out after the fourth test i.e. the ‘Eye Contact’ test.

**Therefore it can be concluded that a major number of users become inactive after the 4th test.**

***[Tableau Story Page 3-‘Analyzing Drop-off rate based on Subcategory Name’]***

The following chart shows the Number of Dogs VS Dognition Test Sub-Category comparison.

Each color on the chart describes one of the many test sub-categories offered by Dognition to its users. The ‘Orange’ color on the chart represents the ‘Empathy’ sub-category and the ‘Dark Blue’ color represents the ‘Communication’ sub-category. These sub-categories comprise of the starting games in Dognition. By observing the bars in the visualization we could clearly conclude that most of the users do not proceed with the ‘Communication’ sub-category and prefer to drop out after the ‘Empathy’ sub-category.

***[Tableau Story Page 4-‘Analyzing Total Tests Completed w.r.t to Free Starts’]***

As we know, Dognition made a promotional offer of free initial tests to all the new users. The data clearly illustrates that there has been a surge in the number of new users gained by Dognition.

**But do these new users stay active? How much percent of the new users complete all the 20 tests?**

The chart plots a graph of the group of Free Start users VS the Number of tests completed by them. The chart begins with high graphs indicating a high activity from the new users. But, this high activity is only alive until the initial free tests, most of the users tend to drop out after the initial tests due to unknown reasons.

**Less than 6% of the free start users complete all the 20 tests.**

***[Tableau Story Page 5-‘Determining the month/year with most tests completed’]***

The graph shows the user activity throughout all the months of the years 2013, 2014, 2015 respectively.

From the data, we can conclude that October 2014 was the month with the highest number of test completions.

***[Tableau Story Page 6-‘Determining the most active weekday’]***

The graph compares the user activity throughout the weekdays, over a period of 3 years. There is a huge difference between the amount of user activity on weekends as compared to the amount of user activity on the weekdays.

On close observation, it can be concluded that Sunday is the busiest day for Dognition, followed by Saturday.

***[Tableau Story Page 7-‘Determining the busiest hour of the day’]***

The chart compares the number of active users throughout the 24 hours, over a period of 3 years. The number of active users gradually increases from 12 am, until it reaches its peak at 7pm. The number then keeps on declining. From the chart it can be observed that, a high number of users are active around 7pm which are the post-work hours and as expected the lowest number of users are active at mid night.

***[Tableau Story Page 8-‘Conclusion: Steps to be taken’]***

1. Send more alerts:

In order to make most of the alerts/reminders sent to the users, it is necessary to send them during specific instants:

a) After the Eye contact game. [Reference – Tableau Story page 2 and 3]

b) Timeline when the users are most active i.e. on Weekends, around post work hours i.e. 7 p.m. [Reference- Tableau Story Page 5, 6 and 7]

2. Enable Achievements/Rewards:

It is essential to encourage users to stay active, this can be achieved by giving a moral boost to the users. State/Country level competition's, In-app task completion rewards, daily login rewards, etc are some of the strategies which could encourage the users to remain active.

3. Utilize the power of Social Media:

Introduce online competitions, Promotional offers, share happy-customer feedbacks, best pet's videos, etc (Higher number of activities should be carried out on weekends). This would help increase Dognition's recognition globally. Moreover, it would also motivate existing users and encourage new users to join.

**Conclusion :**

By implementing the above mentioned steps, Dognition has a better chance of gaining more active customers.