Increase number of tests

Intro and Agenda	Firstly, lets get to know the distinct number of USER ID ..	Features correlating with number of tests completed.	Variables that can give insights to determine the numbe..	DNA test that owners perform for their confirmation and this ..	US has the most number of Dognition customers.	Narrowing down to states,CA fo..

DATA ->ANALYSIS->DECISIONS.

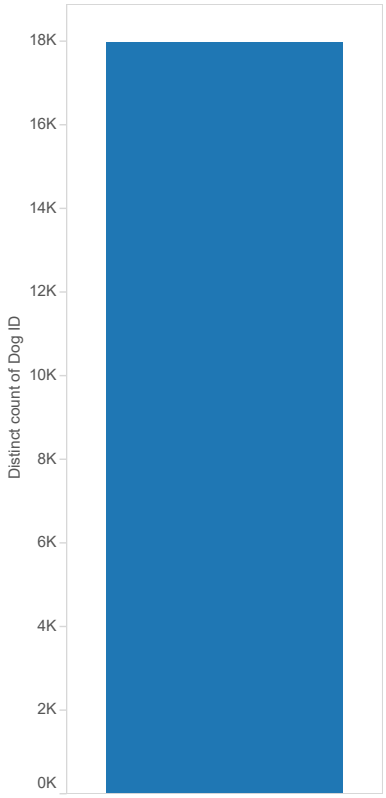
The Business problem we are trying to solve is to INCREASE the number of DOGNITION tests completed by the user . It benefits both the customer and also the dognition to collect more data and analyze further.

Getting to the number of customers,FEATURES of dogs would help us get through the analysis easily.

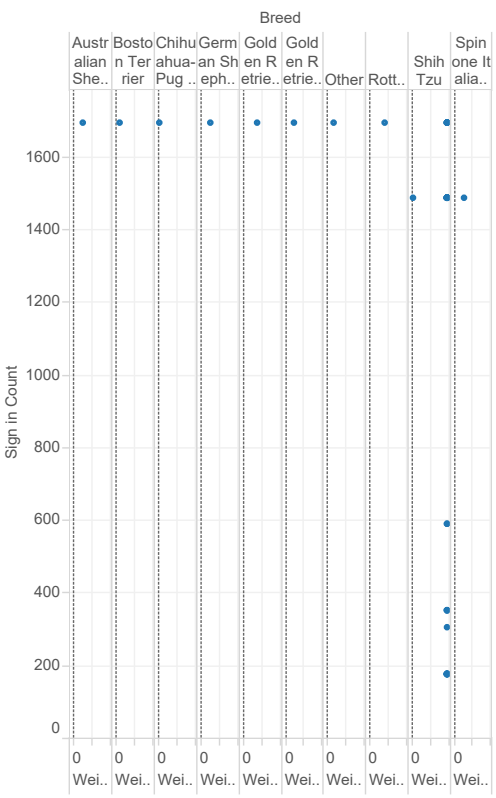
Increase number of tests

Intro and Agenda	Firstly, lets get to know the distinct number of USER ID ..	Features correlating with number of tests completed.	Variables that can give insights to determine the numbe..	DNA test that owners perform for their confirmation and this ..	US has the most number of Dognition customers.	Narrowing down to states,CA fo..

user id , dog id



weight



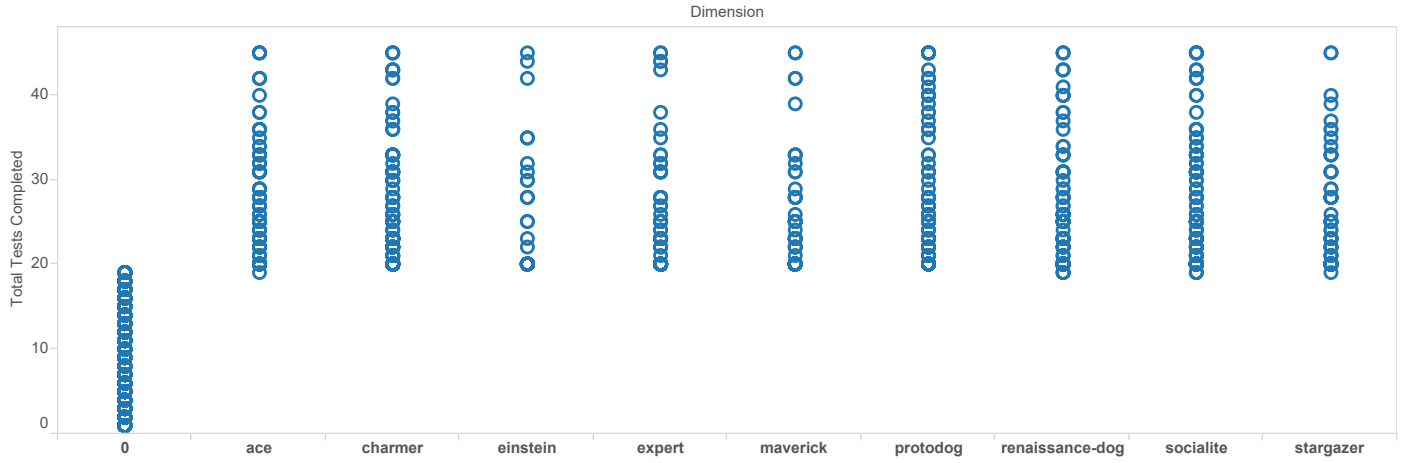
Sign in Count (group)

- ☐ Null
- ☐ 0, 1, 2 and 71 more
- ☑ >175

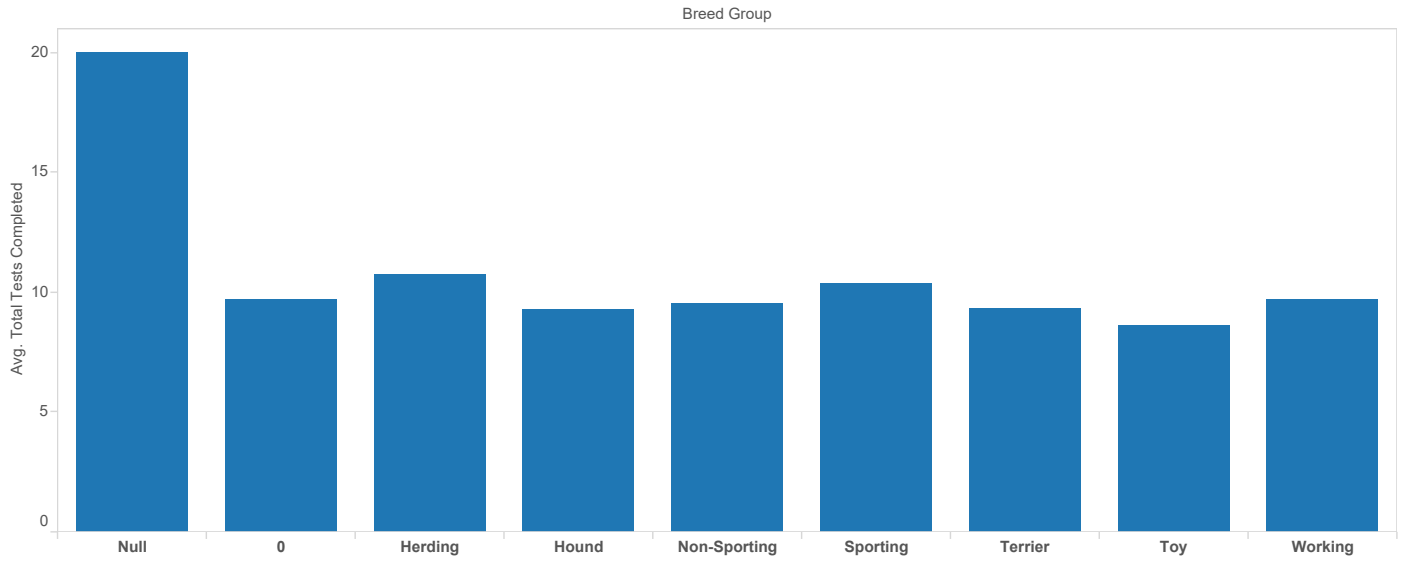
Increase number of tests

Intro and Agenda	Firstly, lets get to know the distinct number of USER ID ..	Features correlating with number of tests completed.	Variables that can give insights to determine the numbe..	DNA test that owners perform for their confirmation and this ..	US has the most number of Dognition customers.	Narrowing down to states,CA fo..

Personality Dimension with Highest average tests completed



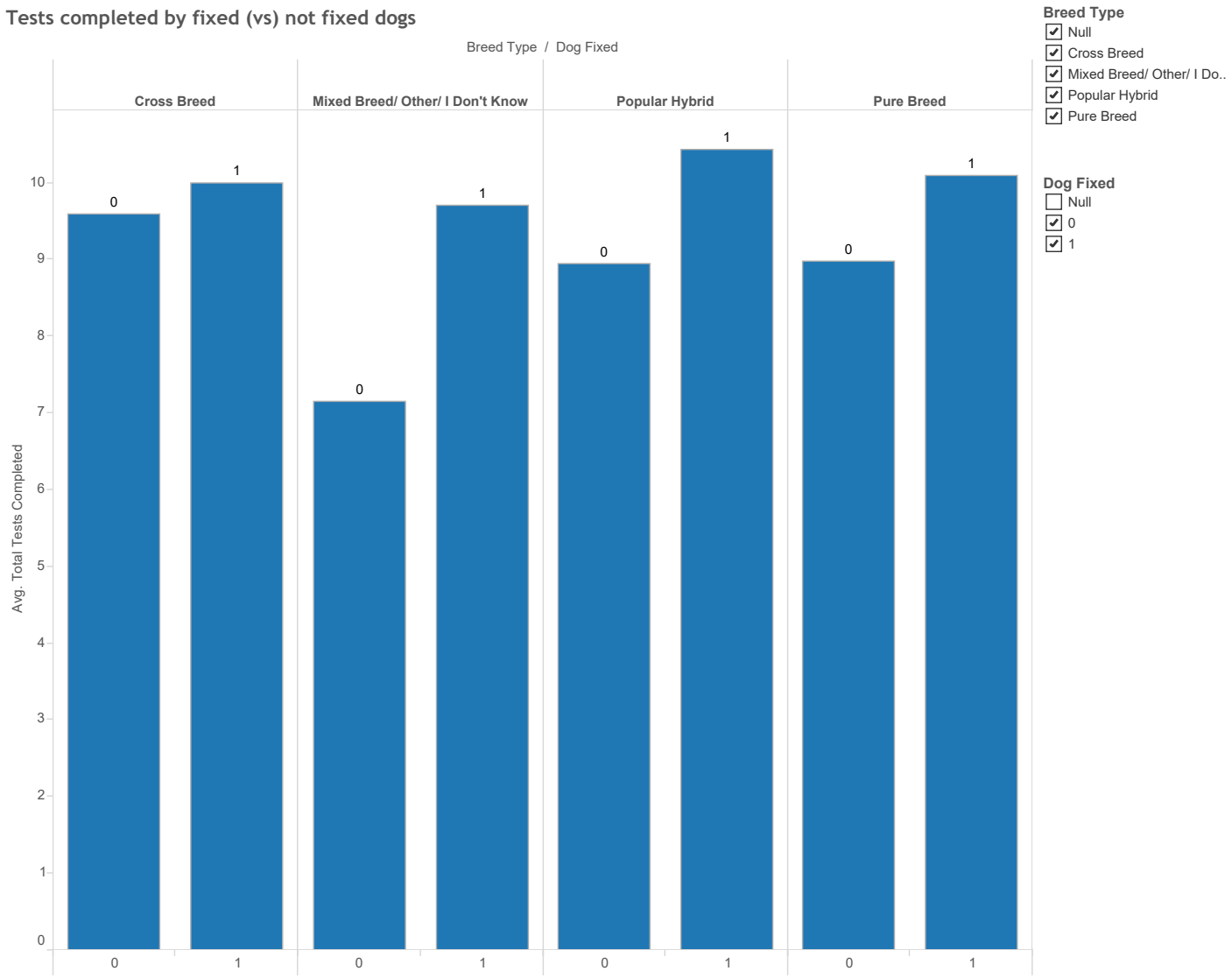
Average tests completed by breed groups



Increase number of tests

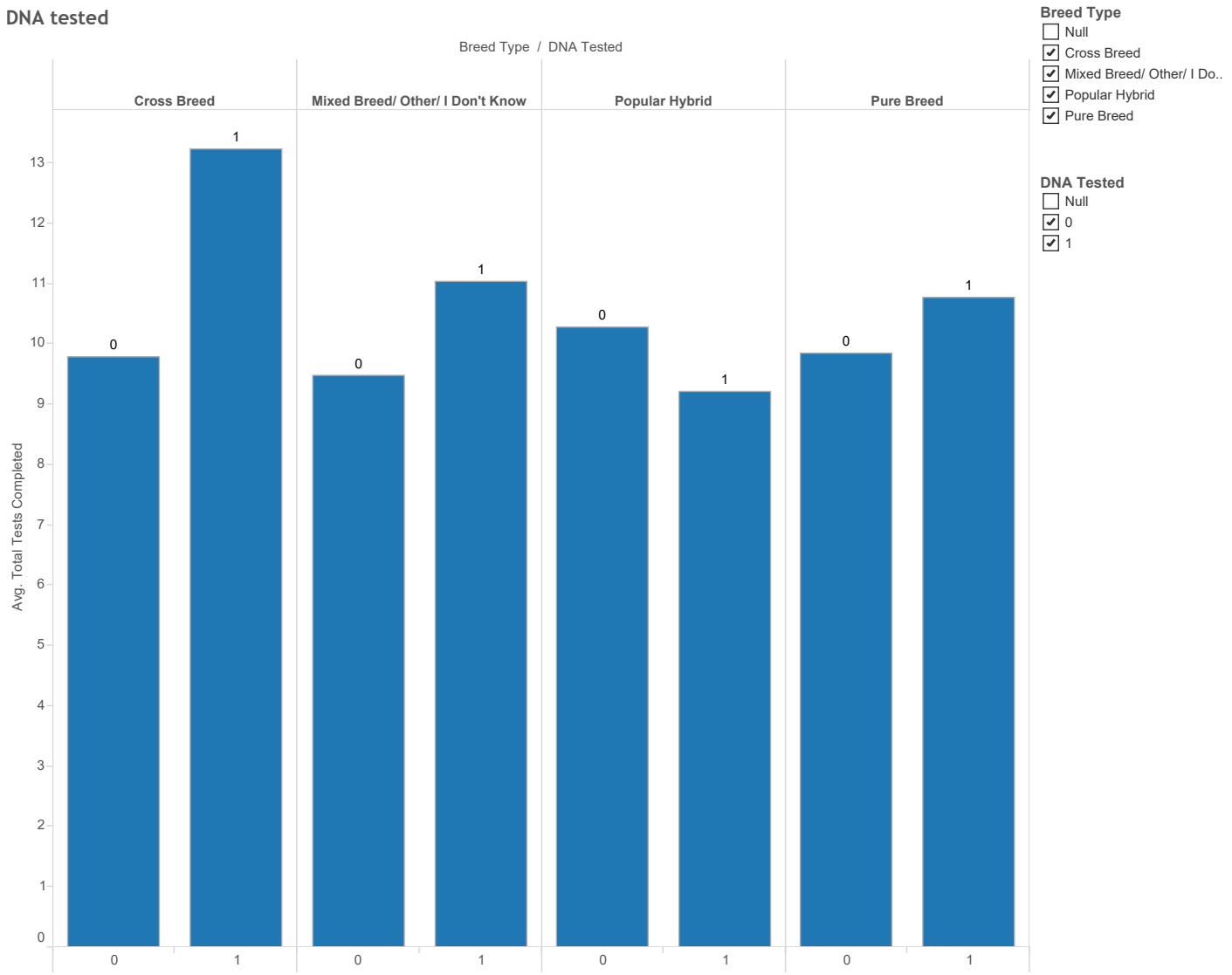
Intro and Agenda	Firstly, lets get to know the distinct number of USER ID ..	Features correlating with number of tests completed.	Variables that can give insights to determine the numbe..	DNA test that owners perform for their confirmation and this ..	US has the most number of Dognition customers.	Narrowing down to states,CA followed by NY are the stat..

Tests completed by fixed (vs) not fixed dogs



Increase number of tests

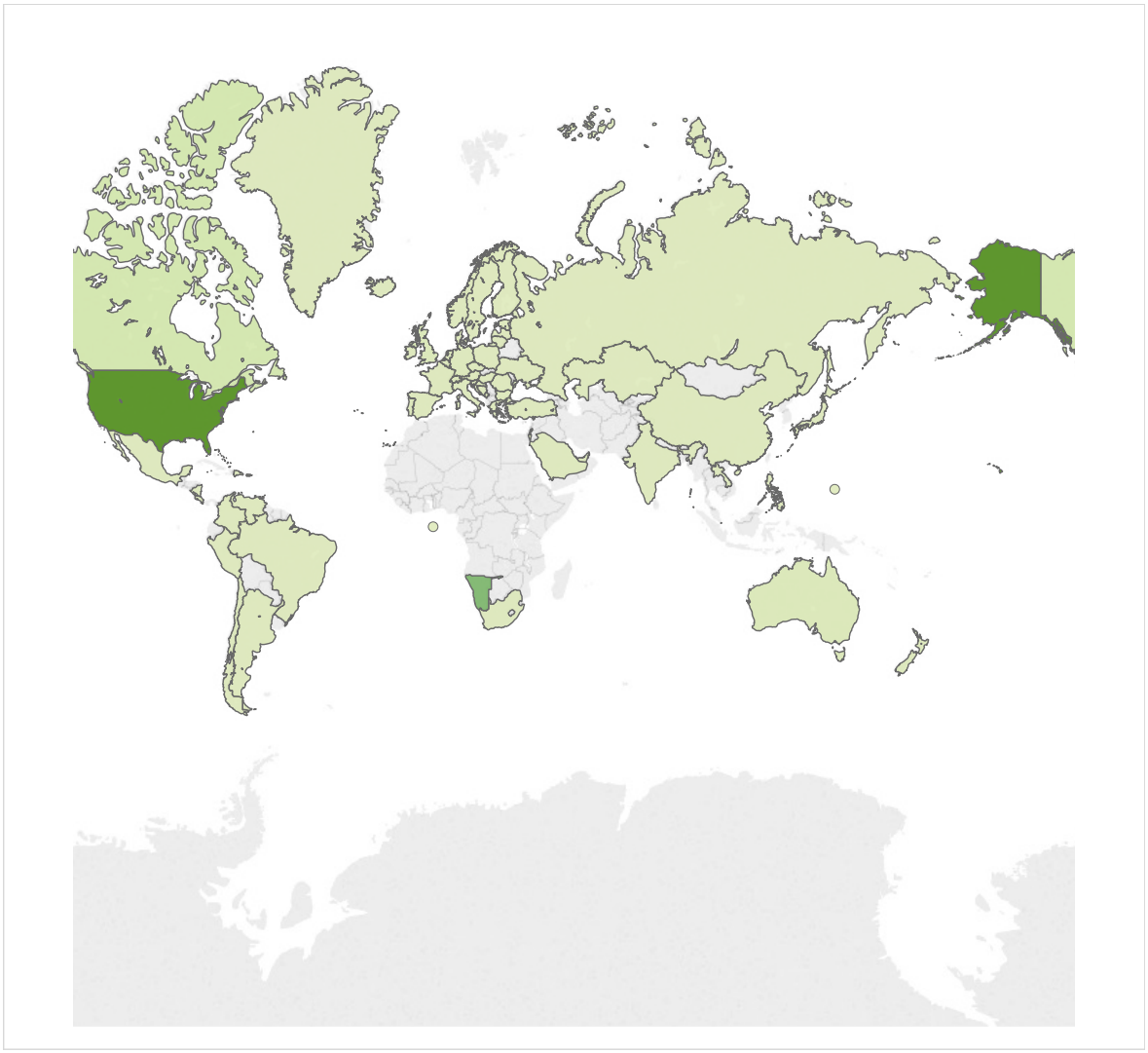
Firstly, lets get to know the distinct number of USE..	Features correlating with number of tests completed.	Variables that can give insights to determine the numbe..	DNA test that owners perform for their confirmation and this ..	US has the most number of Dognition customers.	Narrowing down to states,CA followed by NY are the states in ..	Zeroing in to CA, almost all the breed group with fixed te..



Increase number of tests

Features correlating with number of tests ..	Variables that can give insights to determine the numbe..	DNA test that owners perform for their confirmation and this ..	US has the most number of Dognition customers.	Narrowing down to states,CA followed by NY are the states in ..	Zeroing in to CA, almost all the breed group with fixed tend ..	Hypothesis whether customers who complete their test..

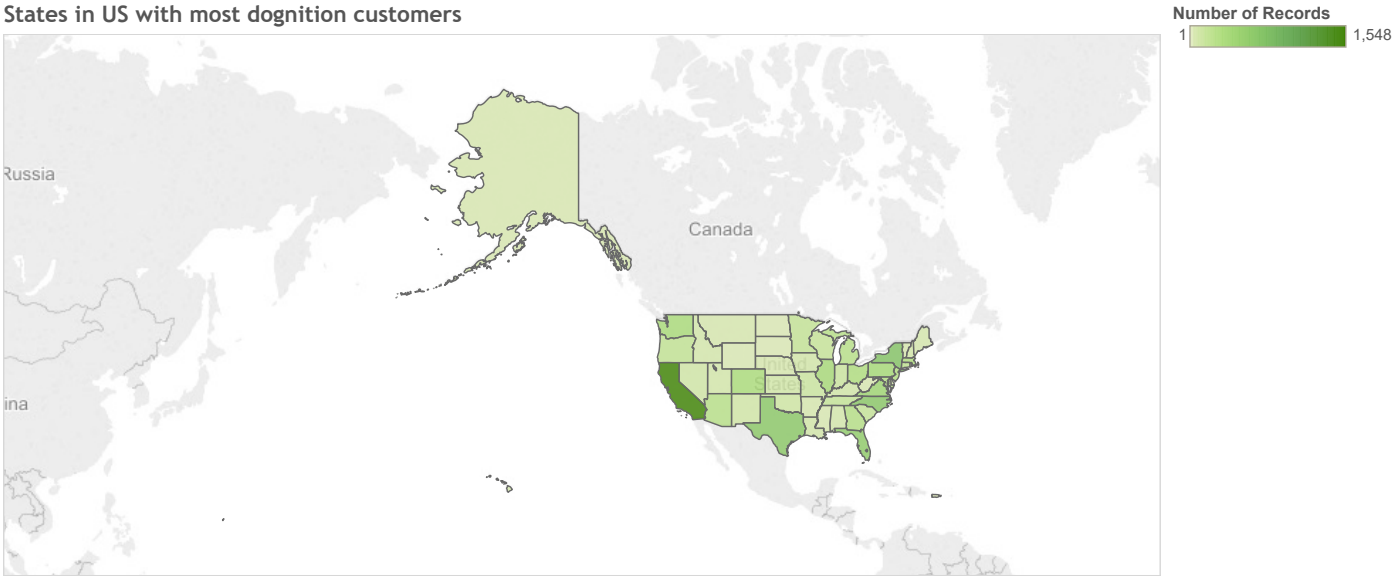
Country with most dognition customers.



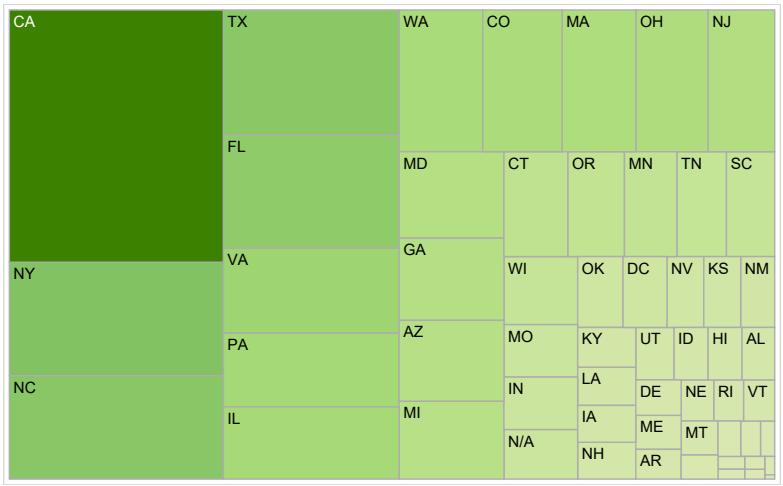
Increase number of tests

Variables that can give insights to determine the..	DNA test that owners perform for their confirmation and this ..	US has the most number of Dognition customers.	Narrowing down to states,CA followed by NY are the states in ..	Zeroing in to CA, almost all the breed group with fixed tend ..	Hypothesis whether customers who complete their tests s..	Majority DROP OFF in users after Eye contact game.

States in US with most dognition customers

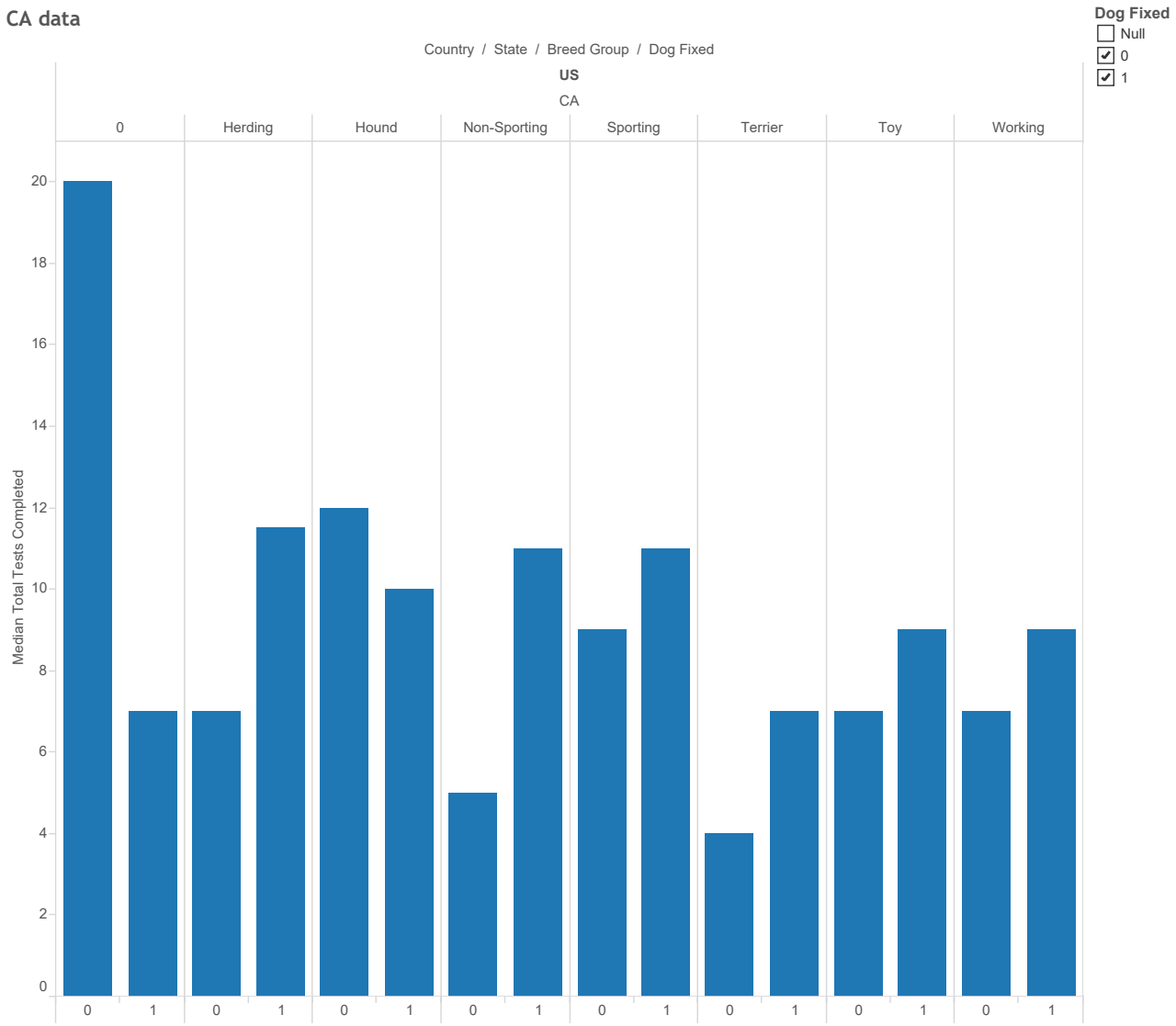


Tree view of states in US with most dognition customers



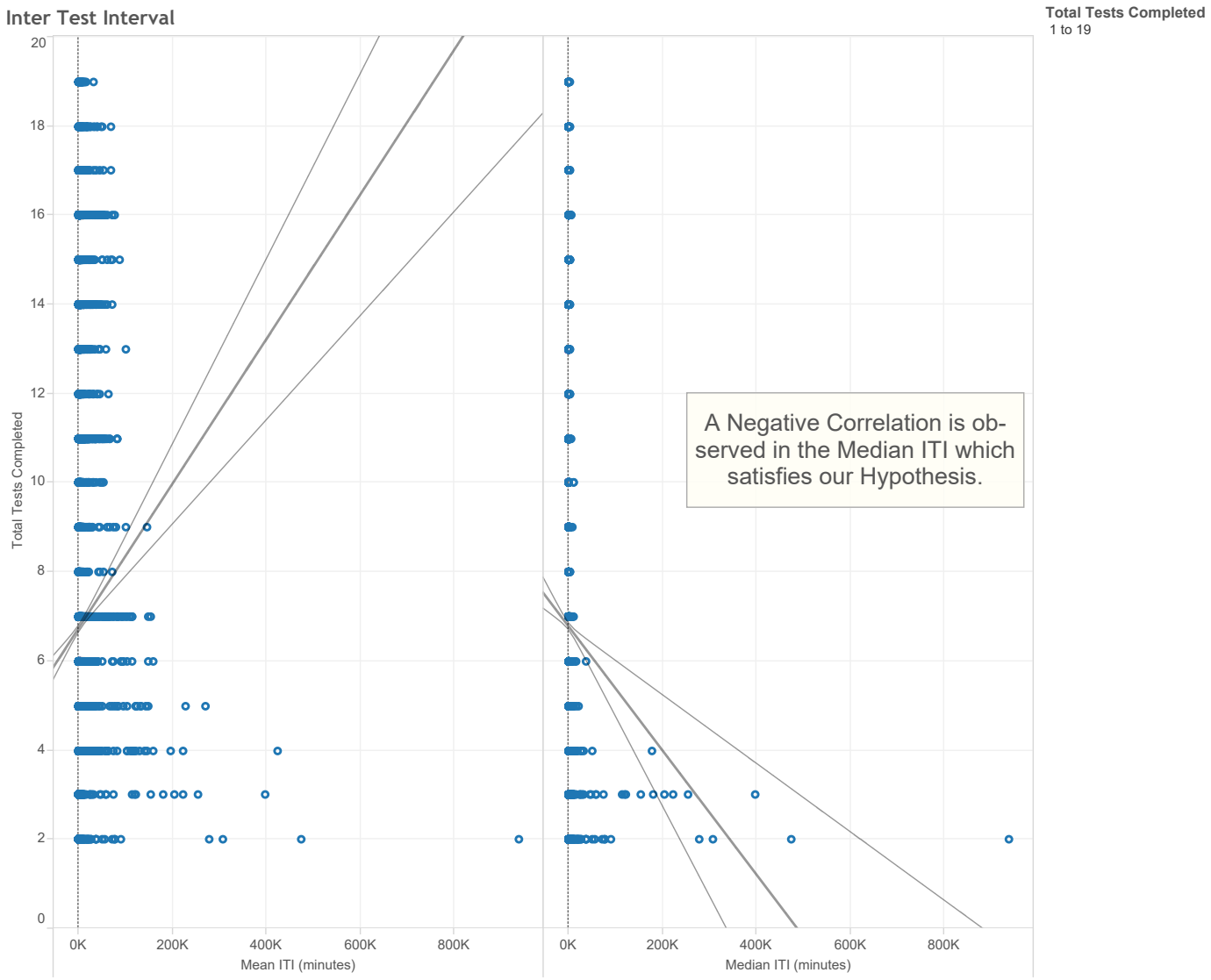
Increase number of tests

DNA test that owners perform for their confirm..	US has the most number of Dognition customers.	Narrowing down to states,CA followed by NY are the states in ..	Zeroing in to CA, almost all the breed group with fixed tend ..	Hypothesis whether customers who complete their tests s..	Majority DROP OFF in users after Eye contact game.	Maximum customers clocked in at 7PM. October..



Increase number of tests

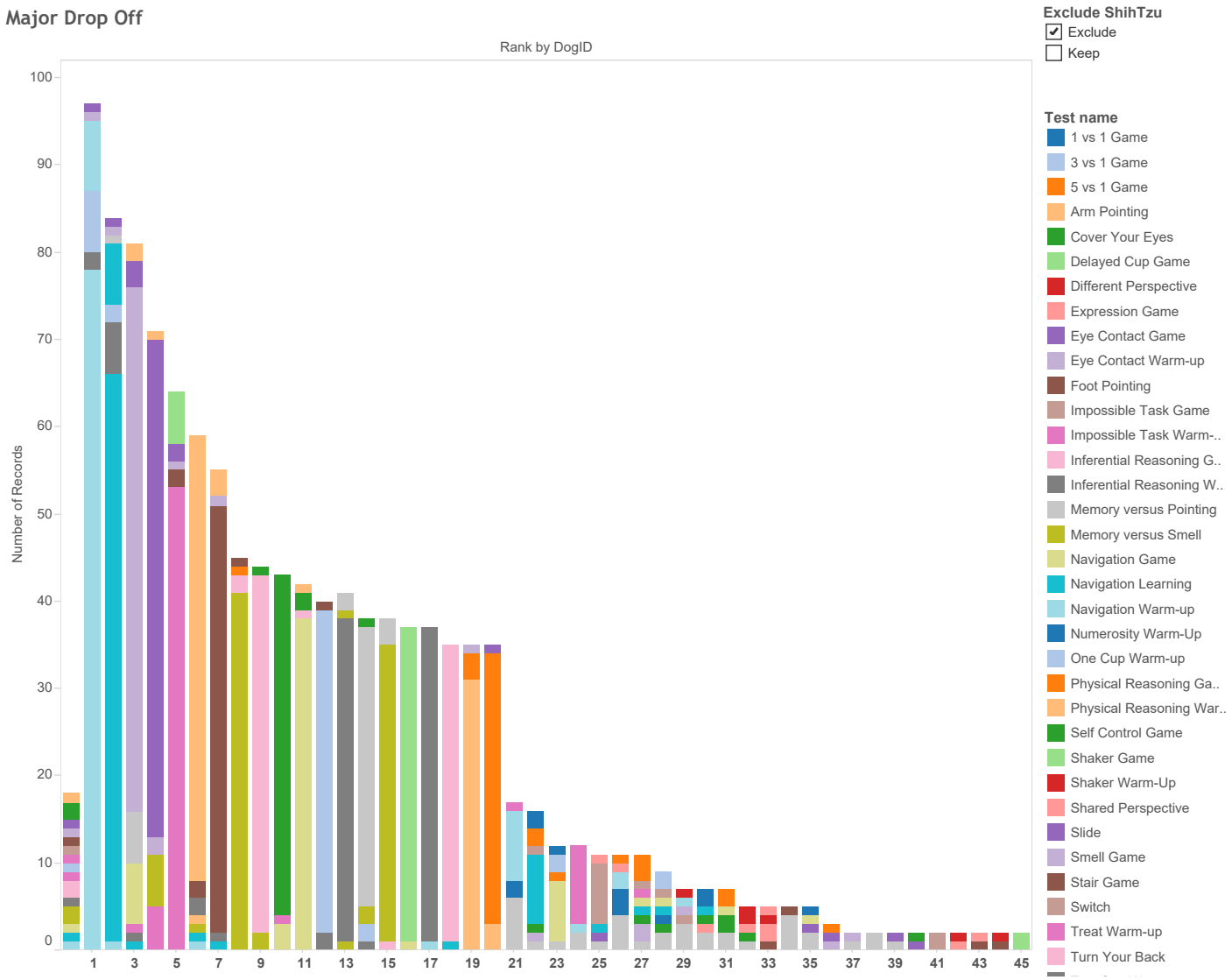
US has the most number of Dognition custo..	Narrowing down to states,CA followed by NY are the states in ..	Zeroing in to CA, almost all the breed group with fixed tend ..	Hypothesis whether customers who complete their tests s..	Majority DROP OFF in users after Eye contact game.	Maximum customers clocked in at 7PM. October'14 saw the ..	Generally maximum number of customers check i..



Increase number of tests

Narrowing down to states,CA followed by NY ..	Zeroing in to CA, almost all the breed group with fixed tend ..	Hypothesis whether customers who complete their tests s..	Majority DROP OFF in users after Eye contact game.	Maximum customers clocked in at 7PM. October'14 saw the ..	Generally maximum number of customers check in on SUNDAY..	Giving a free promo like providing first 4 tests for free did n..

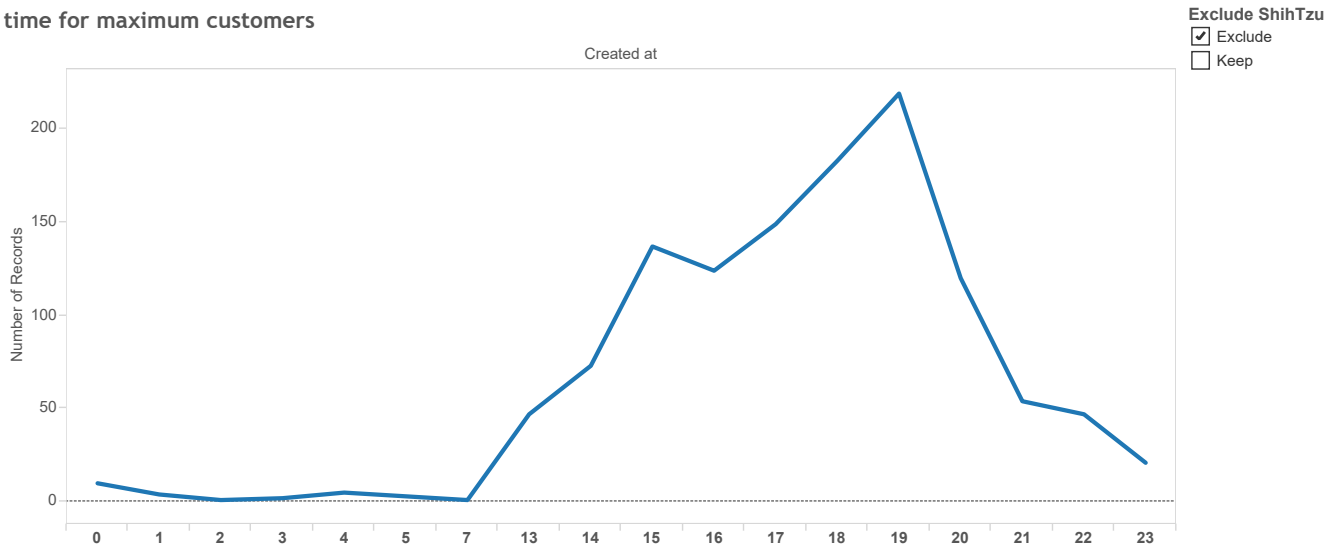
Major Drop Off



Increase number of tests

Zeroing in to CA, almost all the breed group wit..	Hypothesis whether customers who complete their tests s..	Majority DROP OFF in users after Eye contact game.	Maximum customers clocked in at 7PM. October'14 saw the ..	Generally maximum number of customers check in on SUNDAY..	Giving a free promo like providing first 4 tests for free did not ..	Ranking of tests by the order in which they are performed..

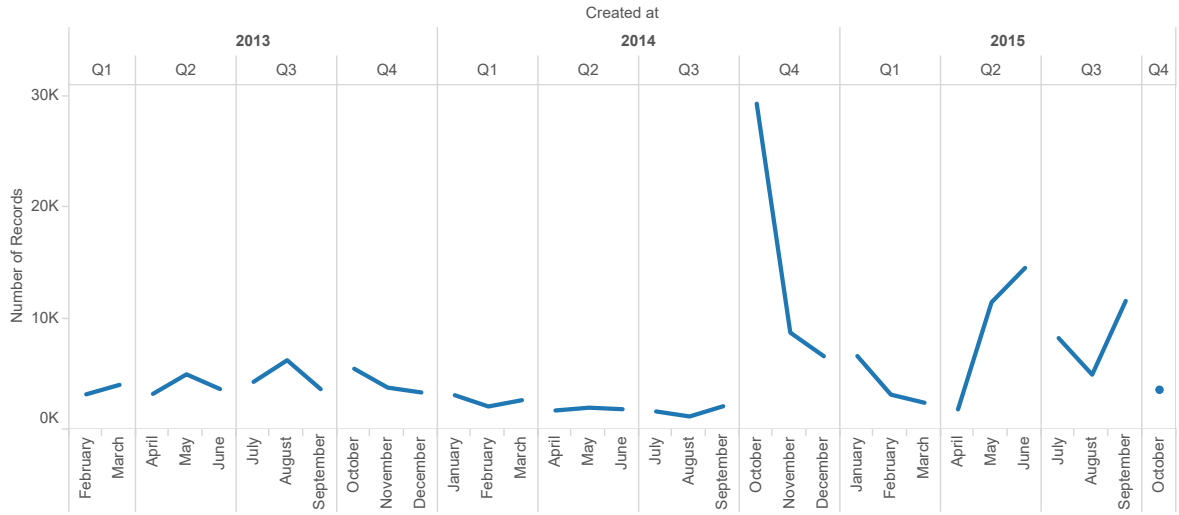
time for maximum customers



Exclude ShihTzu

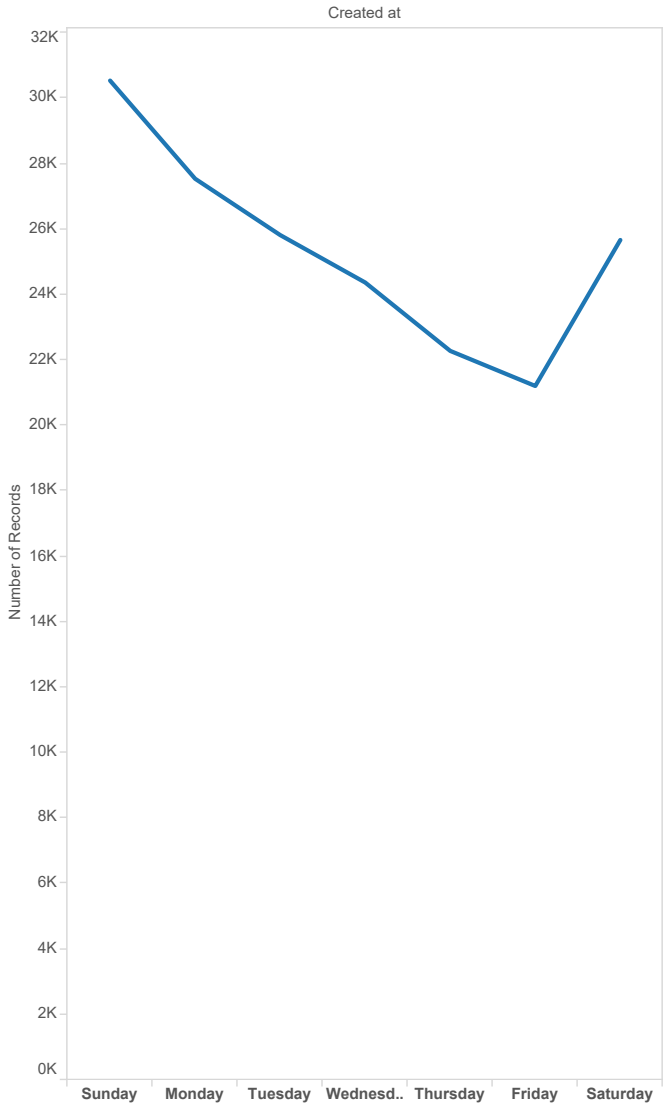
- [x] Exclude
- [ ] Keep

month and year



Increase number of tests

Hypothesis whether customers who ..	Majority DROP OFF in users after Eye contact game.	Maximum customers clocked in at 7PM. October'14 saw the ..	Generally maximum number of customers check in on SUNDAY..	Giving a free promo like providing first 4 tests for free did not ..	Ranking of tests by the order in which they are performed. Yawn..	WRAP UP

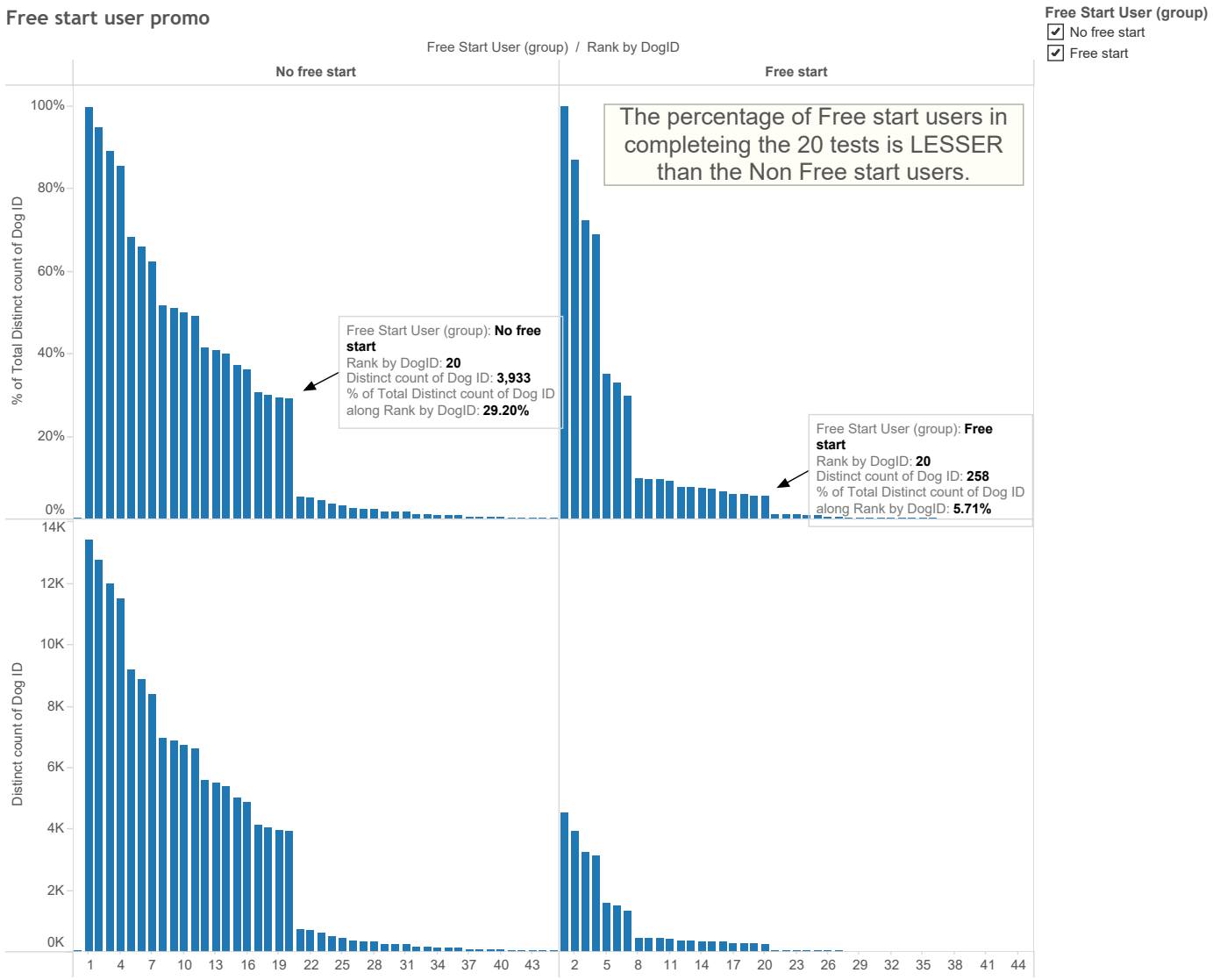


So, We can send promo/emails on SUNDAY 7PM to engage in more number of customers and this can serve as an oppurtunity to complete more number of tests.

Increase number of tests

Hypothesis whether customers ..	Majority DROP OFF in users after Eye contact game.	Maximum customers clocked in at 7PM. October'14 saw the ..	Generally maximum number of customers check in on SUNDAY..	Giving a free promo like providing first 4 tests for free did not ..	Ranking of tests by the order in which they are performed. Yawn..	WRAP UP

Free start user promo



Increase number of tests

Hypothesis whether customers ..	Majority DROP OFF in users after Eye contact game.	Maximum customers clocked in at 7PM. October'14 saw the ..	Generally maximum number of customers check in on SUNDAY..	Giving a free promo like providing first 4 tests for free did not ..	Ranking of tests by the order in which they are performed. Yawn..	WRAP UP

Ranked test order

Dog ID	rank test ord..	Test name	
fd27b5ba-7144-11e5-ba71-0..	1	Yawn Warm-up	2013
	2	Yawn Game	2013
	3	Eye Contact Warm-up	2013
	4	Eye Contact Game	2013
	5	Treat Warm-up	2013
	6	Arm Pointing	2013
	7	Foot Pointing	2013
	8	Watching	2013
	9	Turn Your Back	2013
	10	Cover Your Eyes	2013
	11	Watching - Part 2	2013
	12	One Cup Warm-up	2013
	13	Two Cup Warm-up	2013
	14	Memory versus Pointing	2013
	15	Memory versus Smell	2013
	16	Delayed Cup Game	2013
	17	Inferential Reasoning Warm-up	2013
	18	Inferential Reasoning Game	2013
	19	Physical Reasoning Warm-up	2013
	20	Physical Reasoning Game	2013
fd27b6b4-7144-11e5-ba71-0..	1	Yawn Warm-up	2013
	2	Yawn Game	2013
fd27b79a-7144-11e5-ba71-05..	1	Watching	2014
		Yawn Warm-up	2013
	2	Turn Your Back	2014
		Yawn Game	2013
	3	Cover Your Eyes	2014
		Eye Contact Warm-up	2013
	4	Eye Contact Game	2013
		Watching - Part 2	2014
	5	Treat Warm-up	2013
	6	Arm Pointing	2013
	7	Foot Pointing	2013
fd27b86c-7144-11e5-ba71-05..	Null	Warm-Up	2013
	1	Yawn Warm-up	2013
	2	Yawn Game	2013
	3	Eye Contact Game	2013

Since Eye contact game creates a major Drop Off, which comes to be the last in Free user promo ,it can be sorted in an order to be done later.

Increase number of tests

So, we saw:

1. sign in outliers
2.Features correlating with number of tests completed
3.Variables that gives insight to develop the business
4.Hypothesis indicated by TREND line
5.Drop off in test
6.Hitting the customers at the right time
7.Promotions

By taking these into consideration and implementing, we can achieve "Increased number of completed tests".

THANK YOU :)