

RECOMMENDATIONS

Last weekend, Jim and Pam went to the video game arcade. They were having a lot of fun until the arcade's manager said on the PA system: "it's 10 pm, from this point forward patrons can only play 1 game every 30 minutes". After playing another game, Jim & Pam become bored as they wait for 30 minutes to expire. Similar to Jim & Pam, customers become uninterested in Dognition as a service after the number of games available to them becomes less abundant.

In order to increase the number of tests being completed by customers and their dogs, Dognition as a service, needs to increase the number of tests available to customers every month after the initial 20 games that assess a dog's personality. Similar to our couple Jim and Pam, it is important that customers are given opportunities to stay engaged with the company they are giving their money, otherwise they will spend their time elsewhere.

During my analysis of the Dognition dataset, it was clear that the number of tests completed dropped significantly after the initial 20 tests used to assess a dog's personality. Specifically, Dognition experiences about an 82% decrease in the number of tests completed between the 20th test and the 21st test. One possible cause for the drop in tests completed could be the decrease in the number of tests available to customers after the 20th test. As the Dognition service is setup today, after the assessment of the dog, owners are only given 1 test every month to complete. This is a significant decrease in rate from customers being able to complete as many tests as they desire until they reach 20 tests.

This recommendation is supported by the fact that those individuals who had more tests available to them at a time – particularly those who had the Dognition Assessment membership and the Annual Subscription Membership – completed more tests than those who had few tests available to them initially. When we visualize test completion rates over time, it is evident for the majority of the history of the company, there are more tests being completed by those who have access to more tests at a time.

The second action Dognition needs to take is to increase the number of games they offer, especially after the first 20 games, that assess a dog's social skills. The category of games offered after the first 20 games have a clear bias towards testing a dog's intellect and problem solving skills over testing a dog's social skills.

It is clear that there are more dogs with personalities that tend to rely more on social skills than problem solving skills that are being assessed. 6 of the 9 categories of games available to users who choose to continue to use Dognition after assessing their dog's personalities are problem solving assessment tests. The fact that dogs who rely more on social skills do comprise of a significant chunk of our customer base means, that there should be an equally proportional number of games suited for these dogs.

In conclusion, by increasing the number of games available to a customer during the subscription service period after a dog has completed its personality assessment, Dognition will see an increase in the number of tests being completed. Furthermore, by offering owners with dogs who have personalities that rely more on social skills than problem solving skills, more games during the subscription service period that assess social skills, there should be a small but significant increase in tests completed. These recommendations should increase customer engagement, which will make it more likely for dogs to complete tests on the Dognition service.