**#1**

Thanks to Ben, Lisa, and my classmates for a great class

I want to tell a story in the form of making a recommendation after reviewing data from a Duke’s University’s dog congnition research business called Dogntion that I got access to from a Coursera data visualization course

WHO Dognition is

* Dognition has 45 developed tests for dog owners to use with their dogs to learn more about them and categorize them into nine aptitude profiles
* Dognition has 18K human customers in 61 countries over the world
* Dog owners who complete Dognition’s first twenty tests will learn which of the nine dog profiles the dog has in terms of unique capabilities and natural aptitudes
* An example of something you might learn of value is how well your dog remembers. Does your dog do what they do because they read your body language or because they remember? The answer gives you real information on how best to train, understand and develop the bond with your dog.

My recommendation to Dognition is twofold:

1. Improve their test completion rates to improve their research insights

2) Engage their customer base with a customer referral pilot program initially in ten zip codes

By increasing test completion rates and engaging current customers to share the value they have received per each dog category in their own words, Dognition will know more how to communicate their customer value per profile.

Dognition’s challenging opportunity is to establish its personalized learning value propositions similarly to how the Khan Academy has for people and Buck Brannaman has with horses. The Khan Academy has given education a free, accessable way for students to learn at their own rates. Buck Brannaman, whom Robert Redford did a movie about called Buck, shows the limits of forcing horses to learn whether its western, English or dressage training methods. Dognition can show how the nine profiles gives dog owners more personalized information on how to develop a relationship with a dog.

**#2**

Using breed types as a filter here we see that pure breed dogs are the majority of the business but forecasted to drop significantly and have a 21% twenty test completion rate.

Mixed breeds have a healthier business forecast (and are fifty percent of the market) but have the lowest test completion rates.

While non fixed cross breeds have a smaller business potential impact they have the highest test completion rates at 27%.

Out of 61 countries these ten zip codes have the highest numbers of all three breed types who have not completed their tests yet. It is recommended to reach out to existing customers and offer them the other 25 tests if they refer a new customer or complete their twenty tests and learn their dog’s profile type.

The main take away is grow the business by shifting focus towards mixed breed dogs and increase test completion rates by focusing on non-fixed dogs and cross breeds.

**#3**

Let’s take a closer look at the dogs and how they test:

We see the majority of Dognition’s dogs are in the limited niches of both fixed and pure breed fixed dogs while we now know that non-fixed dogs have higher completion rates.

We also see how small the DNA testing niche is within the business and have learned owners deciding for a DNA tests has no correlation with test completion rates.

Here we see the longer it takes breed types to take a test the higher the completion rate. Breed types share identical slope so the learning curve from the easiest tests (1-4) to the harder tests (4-15) is evenly addressed among them. Increasing tests difficultly is not limiting one breed type.

So in summary thus far, Dognition can increase test completion rates by focusing on non-fixed cross-breed dogs and improve business performance by targeting mixed breed dogs.

This map shows the how the zips codes communities surrounding the zip codes recommended for piloting the initial customer referral and test completion rates pilot programs have a large base of Dognition customers with these breeds types for future community building pilot programs.

**#4**

Quick note of a few other findings before summarizing the recommendation:

We discovered that customers in all 61 countries take the tests at the same time. We see here that the number of customers start taking the tests at 7 in the morning, many take tests in the afternoon, and the largest amount of tests are taken from 3pm to 8pm with peak test taking at 7pm. Therefore, we recommend communicating with customers early in the morning worldwide for the biggest communication impact.

We discovered that annual members take more tests and complete them at about the same time as 60 service members and free trial pilot members don’t complete many tests so giving things away for free is not recommended for improving test completion rates.

**SPECIFICALLY**

Specifically we recommend implementing a worldwide referral pilot program that gives annual members access to 45 tests instead of 20 when their referrals state them as the referral source and describe what value they got from discovering their dog’s profile.

At the same time we recommend focusing marketing resources on the 10 zip code regions presented to improve upon test completion rates and engage customers personally for value comments related to dog profiles.

**MEASURE**

Pilot success can be measure by increase in test completion rates , new customer referrals, and number of customer value proposition comments collected

**ACHIEVEABLE**

It is achievable to test the hypothesis that referral customers and a focus on test completion rates will yield higher percentage results than the previous free trial program.

**RELEVANT**

Improving test completion rates to improve upon research insights

Developing customer engagements for value proposition messaging

TIMED

Communication promotion details within 7am worldwide time zones

Begin measuring test completions rate % increases in 120 days