SMART GOALS

Analyze the features of dogs and humans that correlate with the differences in in the number of tests and dogs complete:

Analyze test completion data per:

features of the dogs,

features of the owners,

features of testing circumstances,

interaction with dognition and product

technology interactions

to determine changes that will most efficiently increase test completion rates by 15%

Dog Features with the highest completion correlations?

**Breed Type**

Pure Breeds completed all 45 tests

Mixed Breeds completed 42 tests

Cross Breeds completed 41 tests

Popular Hybrids completed 29 tests

**Breed Group**

Sporting completed 42 tests

Herding completed 38 tests

Terrier completed 36 tests

Toy completed 35 tests

Working completed 35 tests

Non Sporting completed 33 tests

Hound completed 28 tests

**Dimension**

Prototype completed 21tests

Socialite completed 21 tests

Ace completed 20 tests

Charmer completed 19 tests

Renaissance-dog completed 19 tests

Stargazer completed 16 tests

Expert completed 12 tests

Maverick completed 7 tests

Einstein completed 5 tests

Human Features with the highest completion correlations?

Owners of:

Dogs not fixed complete 19 out of 26 tests

Dogs Not Fixed – 409 items selected out of 8,750

Fixed dogs complete all tests

Dogs Fixed – 1719 items selected out of 37,246

Dogs not DNA tested complete all tests

DNA Not Tested – 2059 out of 44,425

DNA tested dogs complete 14 tests.

DNA Tested – 69 items selected out of 1571

In the cross between DNA and Breed Types the Pure Breed is the only one who took all tests

**Storyboarding Strategy**

Why do they care about the business problem:

After reviewing Dognition’s data we have three recommendations to make that will improve Dognition’s business and research

* Dog features that have high correlations with test completion and test speed rates
* Dog owner segmentation data
* Testing data that sends a clear signal when to run promotions

**BIG PICTURE**

We love your business and have engaged ourselves with your data to improve both your dog cognition science research and business results by now providing three recommendations to increase the number of Dognition customer’s test completed.

To maximize a business and research interest that strives to build a bond between humans and dogs it

“When I first heard, treat horses not like they are but how you would like them to be, I wondered if they meant horses or people; only to learn that it must be applied to both”

~ Buck Brannaman whom Robert Redford stared in a movie about him entitled: The Horse Whisperer”

**DETAILS**

To increase the number of tests customer complete completion and related dog cognition science research insights we recommend leveraging variables that correlate highly to high test completion percentages and data-driven promotional insights.

WHAT WE WILL SHOW YOU:

**Specifically** we recommend directing marketing promotions with a renewed focus on:

1) Features of dogs that correlate with differences in the number of tests dogs complete

2) Features of dog owners that correlations with differences in the number of tests dog owners complete

3) Promotions of regions and worldwide times of days that correlate with differences in the number of completion dates

4) Owners who one multiple dogs

**M**easurable

**A**ttainable

**R**elevant

**T**ime-Bound

LINK EVIDENCE SHOWN TO SMART RECAP

BIG PICTURE RECAP – WHAT YOU COULD GAIN

~ Descriptive, Predictive, & Prescriptive

STORY ELEMENT WITH A STRONG POSITIVE EMOTION

~ Accentuate the positive, eliminate the negative & Don’t mess around with the in between

~ PICTURE OF PEOPLE AND DOGS CONNECTING

~ PICTURE OF A DOG

Engaging Question?

End on an emotional note for why and so what

APPENDIX SLIDES

RESEARCH PAPER TECHNICAL NOTES

STORY POINTS

Identify dog differences that correlate with successful completion rates

Leading completion rate Breed Group ~ Herding Dogs @ 33.51%

Leading Breeds within a Breed Group ~ Austrian Shepard @ 33.90%

Leading Breed Type ~ Cross Breeds @ 32.31%

BAR CHART COMPARING DIFFERING GROUPS AND CATEGORIES

Identify dog owner differences that correlate with successful completion rates

Leading completion rates with DNA tested dogs ~ Cross Breeds @

Leverage current customer base within promoting strategies by:

Segmenting states with the largest install base

PIE CHART – California and all others

Send timely promotions before customer major peak times

LINE CHART SHOWS HOW VALUES AND CATEGORIES VARY OVER TIME

Bring them all together

STRESS TEST ~ FEEDBACK ON ASSUMPTIONS ~ AARON

DON”T OVERGENERALIZE WITH SMALL DATASETS

INCLUDE A CONTROL GROUP TO ENSURE RESULT IS REA