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Hello! Mahesh Venkat Reesu and today I will be presenting Recommendations according to my analysis which I believe will help for a good business process change for Dognition that increases number of tests completed by users.

Smart Goal: Improve Completion rate of first 20 tests per subscriber by 10% over the next 3 months.

Story Point 1:

Lets, begin with the results obtained by analysing location information of users to get an idea about the regions where market should be increased. The **US** by far has the highest amount of Dognition customers in the world and **California** is the **state** with the highest population of users. Hence, we have to focus on first five states which are CA, NC, NY, TX, FL in US for not only holding the users but also to increase their count.

Story Point 2:

Dognition periodically tries offering a “Free Start” promotion to customers that gives the customers the first four tests for free. The hypothesis would be that once potential customers get a chance to experience the product first-hand, they will be more likely to buy a subscription. But from the below chart we can see that Free Start users dropped more after the fourth game than No Free Start users.

Except in Popular Hybrid all other types of breeds have dogs that are DNA tested than Not tested. So, it is an idea to concentrate on DNA testing agencies and increase market from that side.

As, we see Subscribed users are more than non-subscribed users hence once subscribed keep in touch with them to encourage them to complete all tests.

For users subscribe Dognition’s service, they and their dogs can play 20 interactive games by sequence and then get an in-depth analysis report about your dogs’ characteristics. But according to the analysis of Dognition data, many dog owners and dogs don’t complete each test but quit the games after the fourth test – **Eye Contact Game**. That is, most users only finish the Empathy category of total tests and stop playing the game. The main problem may be the game design; the

Communication subcategory games may be a little difficult for the dogs so that they cannot finish the tasks.

Story Point 3:

Now we move into analysing completion rates in order to get a better picture of what User activity looks like. More users are playing Games on October month, So concentrate on this month along with adjacent ones to increase rate of activity. It seems On Sunday Customers play the most Dognition Games. Hence weekends should be planned with some special games or offers. Every day at 7pm Dognition customers play the most amount of games.

Let's look at Recommendations:

To increase feeling of achievement conduct tournaments among the users of different categories. This increases relationship with users and also encourages them to complete further tests.

Send reminders regularly especially during holiday like weekends

Increase advertising through Social Media which is more effective these days.

This concludes my recommendations for Dognition. Thank you !!