

- It's no surprise that man's best friend, the dog, is the most loved household pet across the globe.
- Ahhhh.. I'm pretty sure more than 70% of people hearing me right now love dogs.
- As of 2019, there are around 900+ million dogs and over 400+ dog breeds in world according to the World Canine Organization.
- USA, China, Russia and Japan are the top 4 dog populations countries.
- The American Pet Protection Association 2019 research states that over 60 million household in US have atleast 1 dog and they spend more than \$50 million on their dogs in total every year.
- Listening at these statistics, I'm pretty sure you all would have wondered how much humans care about dogs. Yes, y'all have guessed it right and here is Dognition to help all those dog lovers to know more about their sweet little friends with paws!
- Dognition says, because your dog is family, you need to build a deeper connection with them by understanding their minds. Dognition assessments provides interactive games and expert analyses that gives you an idea on how your dog sees the world.
- Dognition wants to increase their customer base so that they can collect more precise and accurate data about the behavioral and cognition aspects of dogs which is further used by them to publish research papers.
- Thus we can define our S.M.A.R.T goal as:
In 3 months, analyzing the different user memberships and their dedication towards tests completion to determine the business changes that will efficiently increase the number of customers by 10% on month-to-month basis as compared to last year.
- Lets see how can Dognition achieve this!

- Let us have a close look at the dog cognition users across the globe.
 - The sizes of red dots corresponds to the number of unique dog users.
For eg : 549 in California
 - We can perform targeted marketing in states where median total tests conducted is greater than 7 (which we just saw in previous graphs) as those cities have clearly loyal dog owners.
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- Next is analyzing the most favourite days and time of dog cognition users.
 - We all can very clearly understand that Sundays followed by Saturdays are the days when users are most engaged completing their dog cognition assessments.
 - Now look at this graph depicting user engagement in each hour of the day.
 - From 6 am to 10 am, users are quite less engaged.
 - But after 10 am till 5 pm customer involvement increases sufficiently.
 - At 7 pm it reaches the peak, where around 14k users are seen actively participating.
 - After which till midnight, it continues to drop. This rise and drop is pretty much same for all the days.
 - Conducting challenges / contests on Saturdays and Sundays around 7pm will surely involve customer's engagement on dog cognition. The more they enjoy, the more they will share it with their friends and families which in turn can help get more customers.
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- Dog cognition offers 4 subscription types to its users as listed here.
- We will now closely examine how the type of subscription affects the test completion data. We will skip type 5 for now.
- In all the categories, subscription type 2 has highest median tests completed followed by category 1 or 3.
- There is an exception in non-sporting breed of dogs, as subscription type 3 exceed type 1 and 2.
- The point to notice here is the least median tests completed is by FREE users in all the categories.

- This graph of Free-start users v/s Non Free-start users again proves my point.
 - The percentage of those who start their Dognition experience with subscription packages are very serious about the assessments as the % are quite high.
 - But the users with free start finish 1 test 25% times, 2 tests 23% times and it continues to drop where 45 tests are finished only by approx. 5% of users.
 - Dognition can focus on these free-start users as it is easier to convince them to become more interested in your services.
 - Explore various new gaming techniques, sending reminder emails or maybe start reward-giving gaming techniques where rewards can be anything maybe points, gift vouchers, some advance levels that are unlocked.
 - Remember, free offers create an avenue for entry and helps expand the chain of customers.
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- So here is the summary of my recommendations to Dognition for their business change process..
- Before ending this presentation, do make a note that dogs can help decrease anxiety and loneliness by 60%.
- So if you know where your happiness lies, take good care of your loyal companion cuddly pup!