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“Free” can bring more value to company in the future. Whether “Free Starters Strategy” really cannot turn them into subscribed users? What is the best moment for marketing? To look deeper into and answer these questions, we have to analyze not only the percentage of free starters who completed first 20 tests, but also the transferring rate according to the states. Maybe “Free Starters Strategy” can work surprisingly in some specific regions.

[First graph in the Tableau story] We can easily find out that only 1.24% free starters completed 21 tests, comparing to 5.22% of non-free starters, which seems to show that free start program does not help to attract and maintain those potential users. But is it true? Was it fair enough to make a conclusion like this? I don't think so.

[Second graph] If we only focus on users in America, where most of our users come from, this number increases and shows that free starters strategy somehow truly works and brings some benefits to company. So maybe free start program will work even better than we thought if we put the resources and advertisements on the right position and right time. But where and when?

[Third graph] To examine this, we choose the states which have more than 15 free starters to check whether the “Free Starters Strategy” works or not. We can see on the map that Washington, California, Colorado, Texas, North Carolina, and Virginia states satisfy this condition. Now, we look into the data of these states.

[Fourth dashboard] We can see that some data might be missing or incorrect in this dataset, but we still can roughly analyze and choose the states we want to examine. In these 6 states, in CA state 2.94% free starters finished 21 tests, comparing to 4.1% of non-free starters; 6.25% free starters in VA state finished 21 tests comparing to 7.45% of non-free starters; in WA state 23.53% free starters, comparing to 8.02% of non-free starters. There are no sufficient data of free starters in other states, so we skip them. We found out that Washington state has great result in the free starters strategy, which shows that this strategy might work pretty well in this state. Hence, we can strengthen this program in WA. Then, what time should we deliver the advertisements?

[Fifth dashboard] To decide what day what time is the best moment to deliver the advertisements to potential users, we find out that Sunday and Monday are the most records time in a week, and 7pm is the high peak of the users, which shows that those members might have the same common places that they have the highest opportunity to show up at those times. It will be a good time to deliver our advertisements to dig out potential users.

To conclude, "Free Start Strategy" truly works! We can limit the strategy in Washington state and marketing at 7pm to gain the most effects. It is difficult to 100% say that this analysis is all correct because of missing and incorrect data. We also have to prevent all the bias during this analysis, but it truly is a great chance for Dognition to grow and to attract more potential users. We should start to try it now!