DS311
Group Project Documentation
Dognition Data Set Analysis Plan

Dognition is a dog training application that offers subscription base product to dog owners to train their dogs with different tests at various of levels. The ultimate goal in this project is to identify and possible source that increases the number of Dognition tests completed.

Key Performance Indicator (KPI): Total Tests Completed (in dognition_data_aggregated_by_dogid)

There are three high-level questions with more details questions you should be able to answer with the dataset.

I. How do the features of the dogs correlated to the number of tests completed?

- Do we observe any significant difference from Dognition Personality Dimension?
- How does Speed of Game Completion related to number of tests completed?
- Does different breed (group or type) complete tests differently?
- Does dog with previous behavioral training get more tests completed?

II. How do the features of the owners correlated to the number of tests completed?

- Personality traits? Knowledge seeking or easily bored?
- Demographics: education, socioeconomic status, age?
- Dog history, such as dog ownership, interest in breeding, # of dog owned now or in lifetime, etc …

III. The interaction with Dognition and Product.

- How did they learn about Dognition? Through 60 minutes show, internet searches, or recommendations?
- Promotion: free start?
- How long they have used the product?

By answering the three high-level questions, you should have a better understanding about the consumers behavior using Dognition app. The second part of the project is to come up with three other high-level questions and answer them with some specific questions from the dataset.

For each question, the answers MUST be supported by the data, which can be tables or graphs. However, you should be aware that you have very limited time to present your work to the stakeholders, so be wise on selecting the right presenting material and be very precise on telling the story for each table and plot.