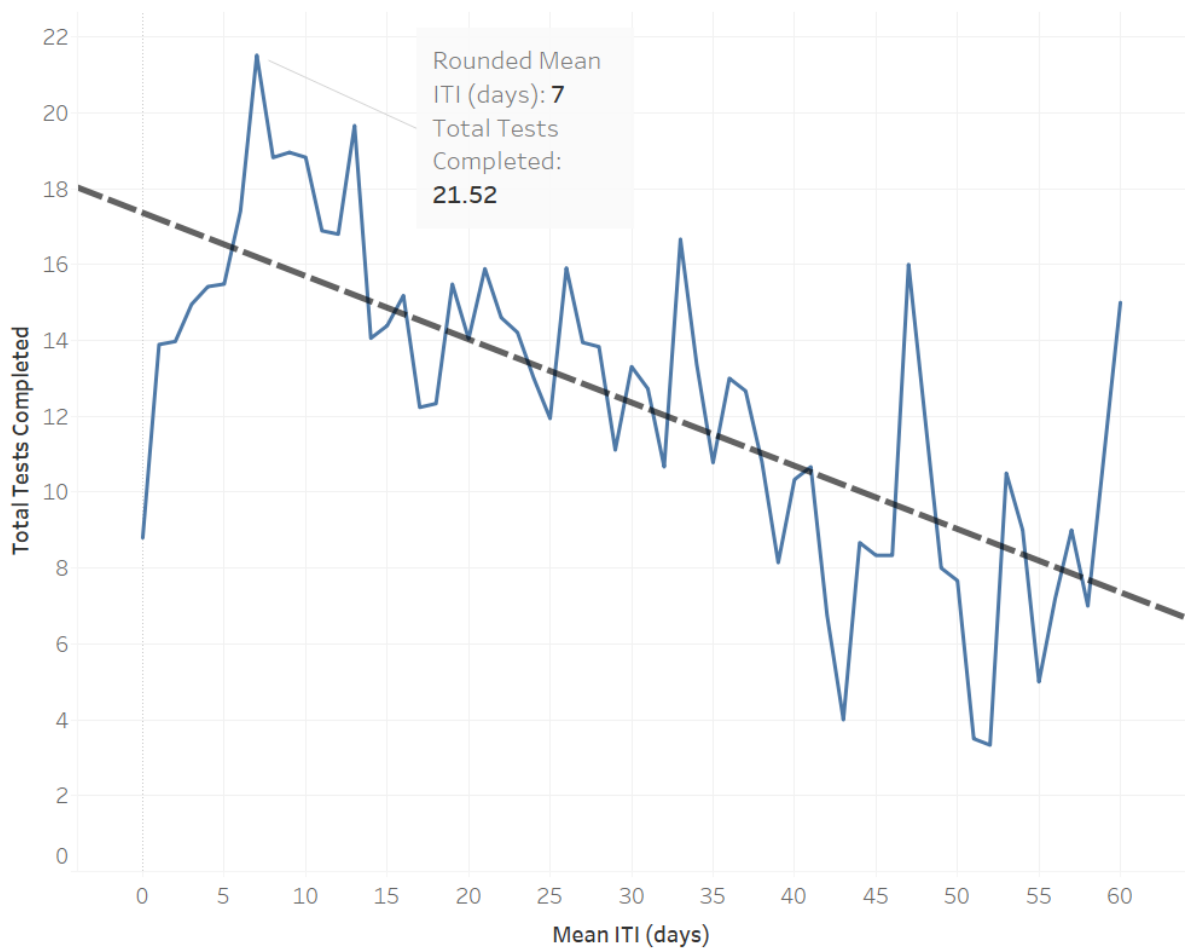


Imagine a world where every dog owner has a seamless and engaging experience with Dognition, leading to more completed tests and deeper insights into their furry friends. Today, I'm here to present a data-driven proposal that could significantly enhance user engagement and increase the number of tests completed by Dognition's users. My analysis indicates three strategic recommendations that could transform Dognition's interaction with customers and boost their overall performance.

My first recommendation is to implement a weekly reminder system, specifically targeting weekends. The data clearly shows that the highest average total tests completed by users occur when the mean interval between tests is exactly seven days, with an impressive average of 21.52 tests completed. Before seven days, the average total tests completed is much lower, indicating people may be completing a few tests within a short period and then giving up on the program. Furthermore, the graph shows that as mean ITI increases past seven days, the average total tests completed fluctuates greatly, but the line of best fit displays that despite the oscillation, the average number of total tests completed is decreasing. This finding underscores the importance of maintaining a weekly regular testing schedule.

Avg Tests By Mean ITI (Days)

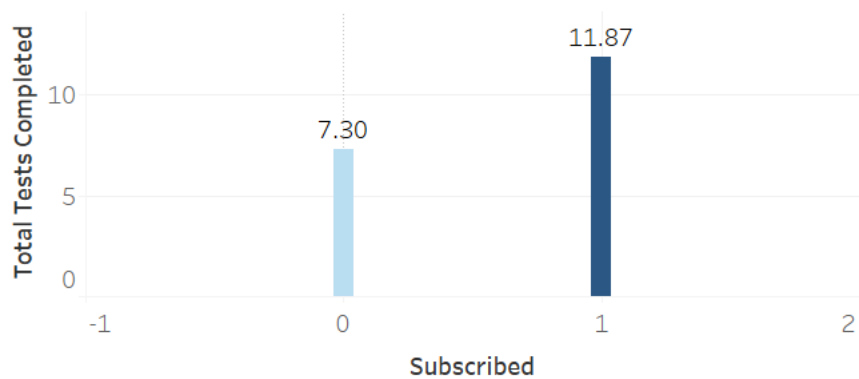


The trend of average of Total Tests Completed for Rounded Mean ITI (days). The data is filtered on average of Rounded Mean ITI (days), which ranges from 0 to 60.

By sending friendly reminders every weekend, we can encourage users to maintain this optimal testing frequency, ensuring higher engagement and more consistent test completion.

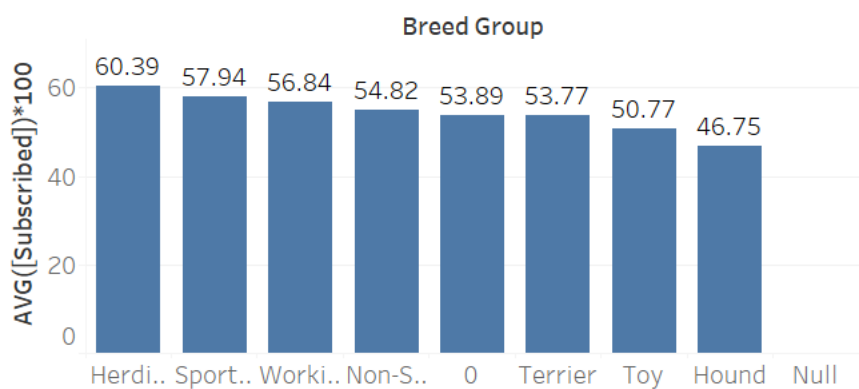
My second recommendation focuses on marketing strategies. Analysis reveals that users with dogs from the Herding, Sporting, and Working groups are more likely to subscribe to Dognition’s service. Users with dogs in the herding breeding group have a whopping 60.39% subscription rate, which is almost 14% higher than users with dogs in the hound breeding group. From the graph we can see that subscribers average 11.87 total tests completed. This is a crucial insight because subscribers complete, on average, over three more total tests than non-subscribers.

Avg Tests by Subscription Status



The plot of average of Total Tests Completed for Subscribed. Color shows sum of Subscribed. The marks are labeled by average of Total Tests Completed.

Subscription Percentage by Breed Group

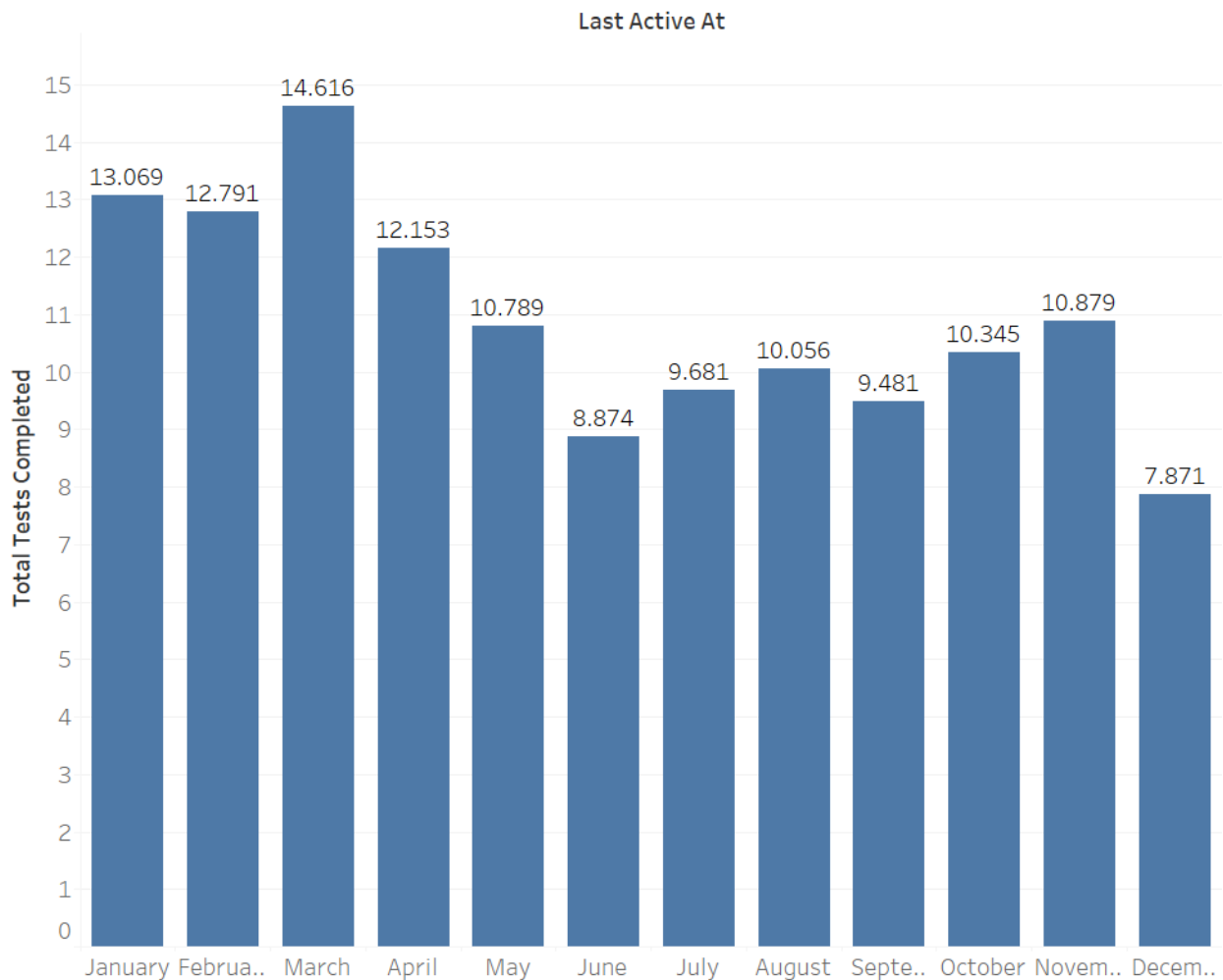


AVG([Subscribed])\*100 for each Breed Group. The marks are labeled by AVG([Subscribed])\*100.

By tailoring our marketing efforts towards owners of these active and playful breeds, we can potentially increase our subscription rates, thereby driving up the number of tests completed.

Finally, my third recommendation is to concentrate our marketing and promotional efforts during the first half of the year, from January to May. The data indicates that the average total tests completed during these months is significantly higher compared to the latter half of the year. Between January and May, every month's average total tests completed is greater than 10, which is very impressive considering only 3 of the 7 later months are slightly above 10.

### Avg Tests By Month



Average of Total Tests Completed for each Last Active At Month. The marks are labeled by average of Total Tests Completed. The view is filtered on Last Active At Month, which excludes Null.

By aligning our promotional activities with this peak period, we can capitalize on this trend and maximize test completions during the most active months.

In conclusion, implementing weekly reminders, targeting marketing towards specific dog breed groups, and focusing promotions during the first half of the year are strategic moves backed by our data analysis. These recommendations are designed to enhance user engagement, increase subscriptions, and ultimately boost the number of tests completed by our users. By adopting these strategies, Dognition can foster a more engaging and productive relationship with our

customers, leading to valuable insights and a stronger connection between owners and their dogs.  
Thank you for your time, and I look forward to your feedback on these proposals.