Hi I am Aaryan and I am here to give a presentation on the topic at which I was working for the last few weeks. The data was provided by a company named Dognition that provides games for dogs. Here we analyse data from our data set and found some finding which I am m presenting to you.

In my slide I am recommending some changes to the company their business process and I think if the company adapt to the changes that I have recommended then the company might observe some positive changes in their profit margin. My recommendation are as follows.

* Implement achievements such as badges to increase user participation.
* Send out targeted reminders to users at specific test where engagement drops the most.
* Use social media publicity as an alternative to start free promotion.

Smart goal to improve the completion rate of the first 20 tests completed per subscriber by 10 percent over a period of three month.

In slide 2, I have represented the information in the form of map graph that I observed while working on Dognition data set. The map shows the distribution of user state wise in USA. From the given map one can easily notice that the maximum number users are from California (1548 users).

We can also observed that the maximum number of users are only confined to California but a large number of users are widely distributed in the eastern part of the country. The most remarkable observation is that the number of users in the northern, central and southern part of the country is very less as compared to the eastern part of the country. The number of users are represented by using dots. Bigger is the dots higher is the number of users.

In the 3rd slide I have represented time interval wise the activity of users by using line graph.

The first line shows that the maximum number of users were in the month of Oct 2014.

The second graph shows that Sunday is the most popular day when customers play dognition games.

The third graph shows that the maximum number of users are active around 7 pm.

In the 4th slide the first graph shows that there is a consistent user dropout that occurs after the completion of The Empathy Test.

The second graph shows that Eye Contact is the game where the highest amount of users dropped out.

The third graph represents the data of most popular VS mode played by the users using bar graph. We can observe that the 5vs 1 mode is the most played mode among them.

The fourth graph represents the most played games using the bar graph. Yawn Warm up is the most played game following Yawn game and Eye Contact game.

Now we come to the last slide and the data that I have analysed for last few weeks has brought me to the conclusion that there are some issues related to the policies of the company and therefore I am recommending some changes that can bring positive changes. Below are my recommendations:

* The idea is to create badge system to build a sense of accomplishment after completing the game. It also encourages users to persist further to complete as many games as possible. It might a good idea to hold tournaments every once in a while to bring users to compete for the most talented dog having the best personality and good relationship with his owner.
* For recommenders to be effective it is crucial to send out during times when engagement drops the most and also during the time when users are mostly active.
* Staring free promotion was not effective that’s why is propose the Dognition team to post actively on social media such as Instagram and Facebook with interesting facts, content and pictures of dogs especially during weekend.
* Since the number of users in the northern, central and southern part of the country is very less so company should provide coupons and free subscription.
* The company should put extra effort to advertise these games in the regions where the users are comparatively less.