

Cover	Free Start User Analysis	Recommendation 1 Market new tests preferably to non-free start users	Recommendation 2 Suggest promoting in CA, NY, TX, NC, and FL	Recommendation 3 Suggested notification time during weekday is 7pm, 1 to 3 pm during weekends	Recommendation 4 Lower Spatial Navigation test difficulty	
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Dognition Data Analysis

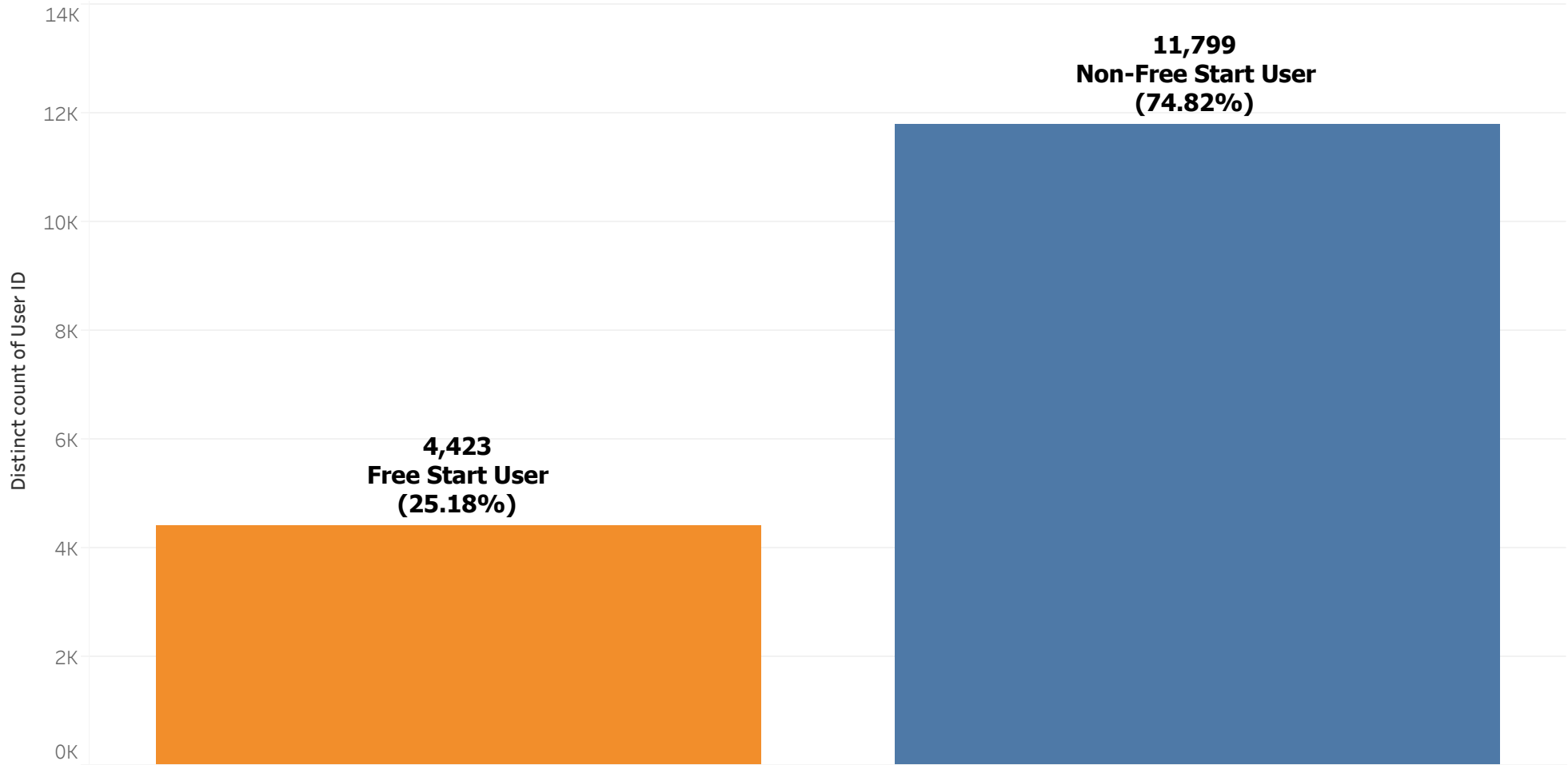
-- Recommendations for Business Process Change

Qi (Andrew) Meng



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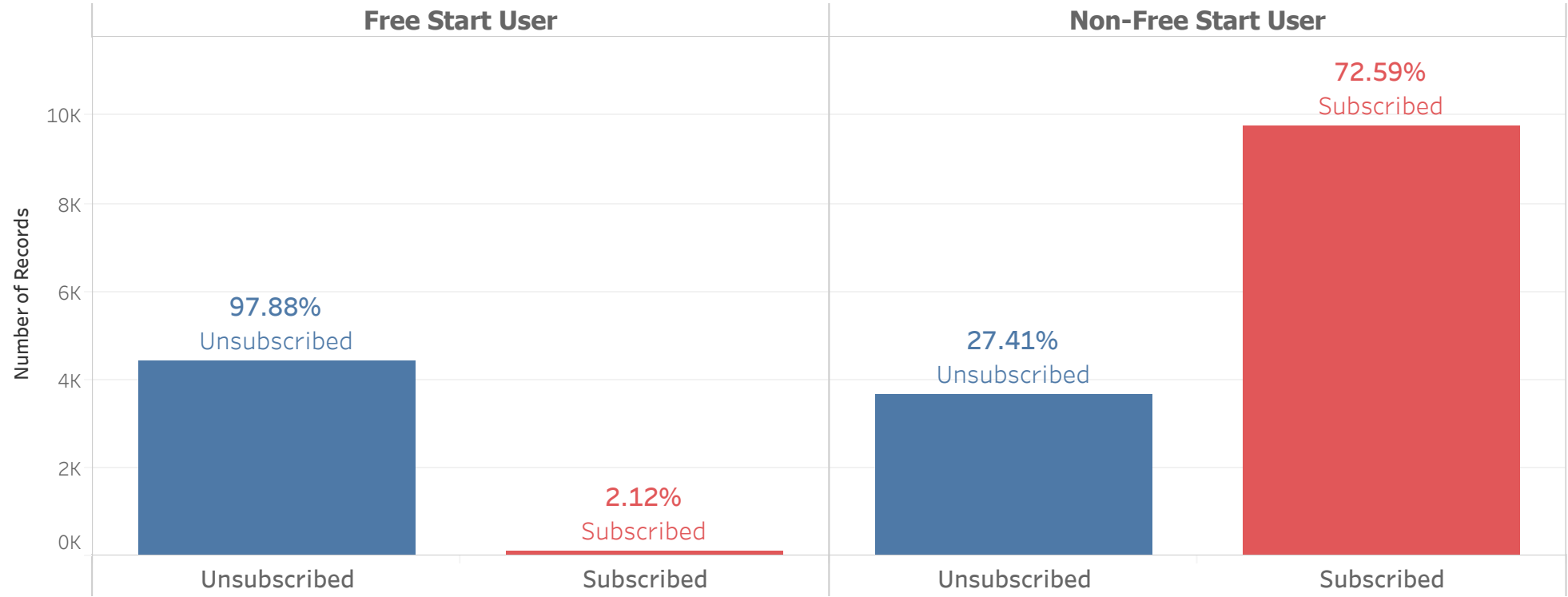
Free Start User Analysis



Out of 17,986 of Dognition Users, around 25% of them are started as free-trail users, and 3 quarters of them are non-free trail users.

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Recommendation 1
Market new tests preferably to non-free start users



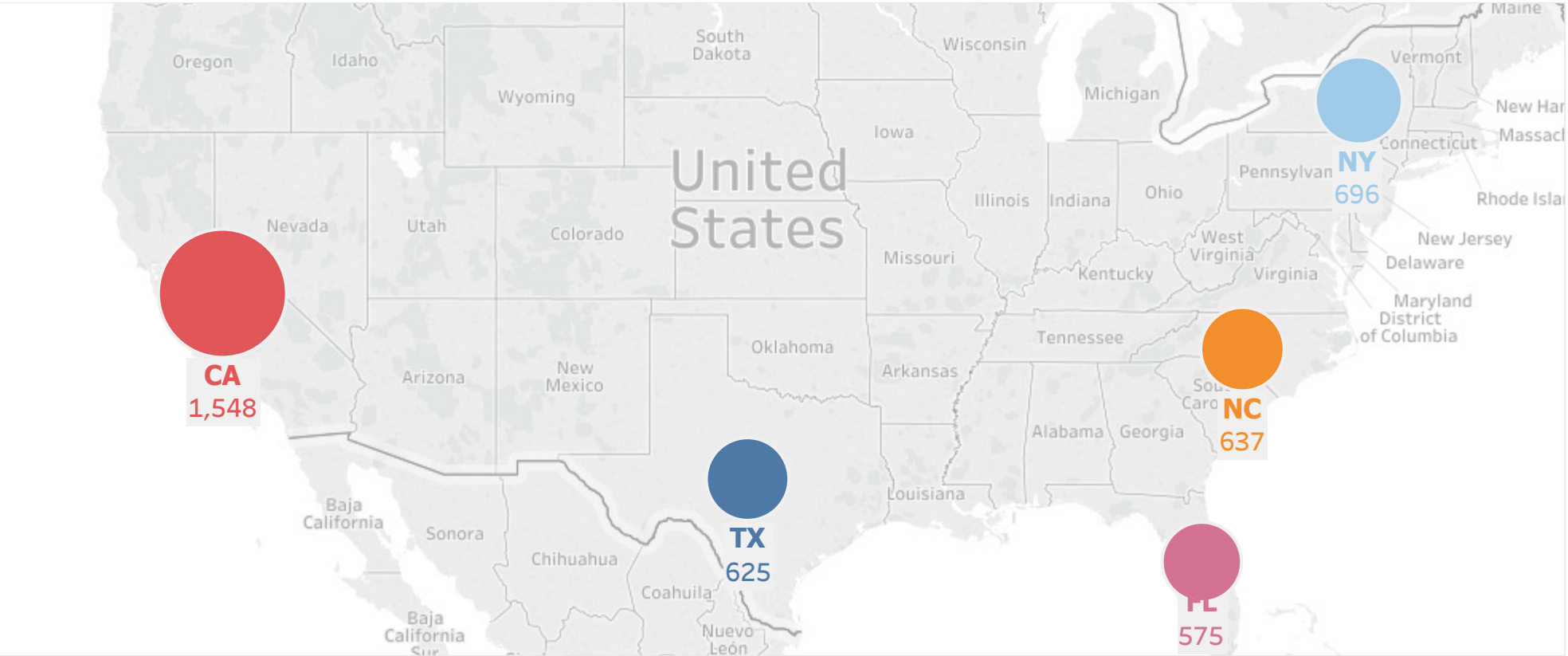
Average Number Completed



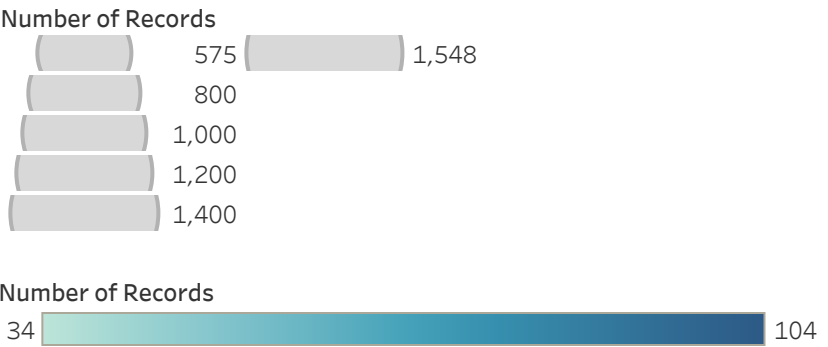
Within all the free start users, only 2% of remained subscribing the tests, on the contrary, non-free start users, around 73% of them continued subscitbing new tests.

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Recommendation 2
Suggest promoting in CA, NY, TX, NC, and FL



City		
Los Angeles		104
San Francisco		94
Houston		80
Brooklyn		77
Charlotte		50
Miami		35
Orlando		34

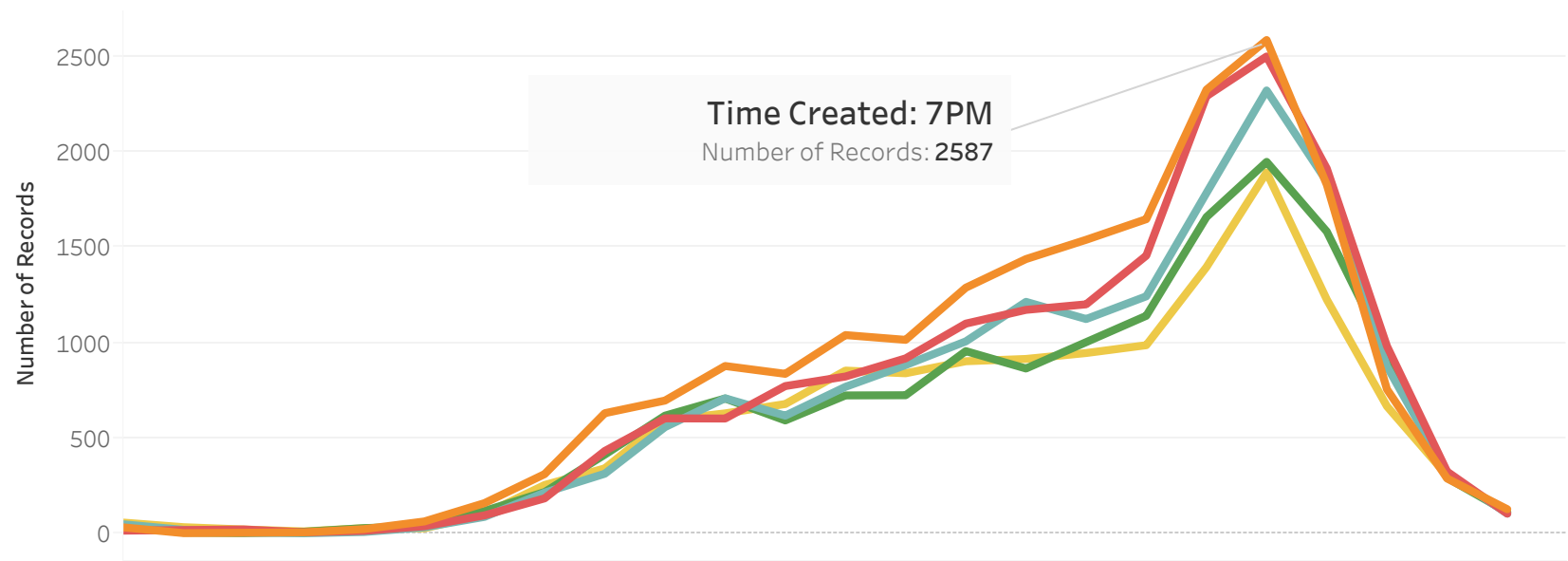


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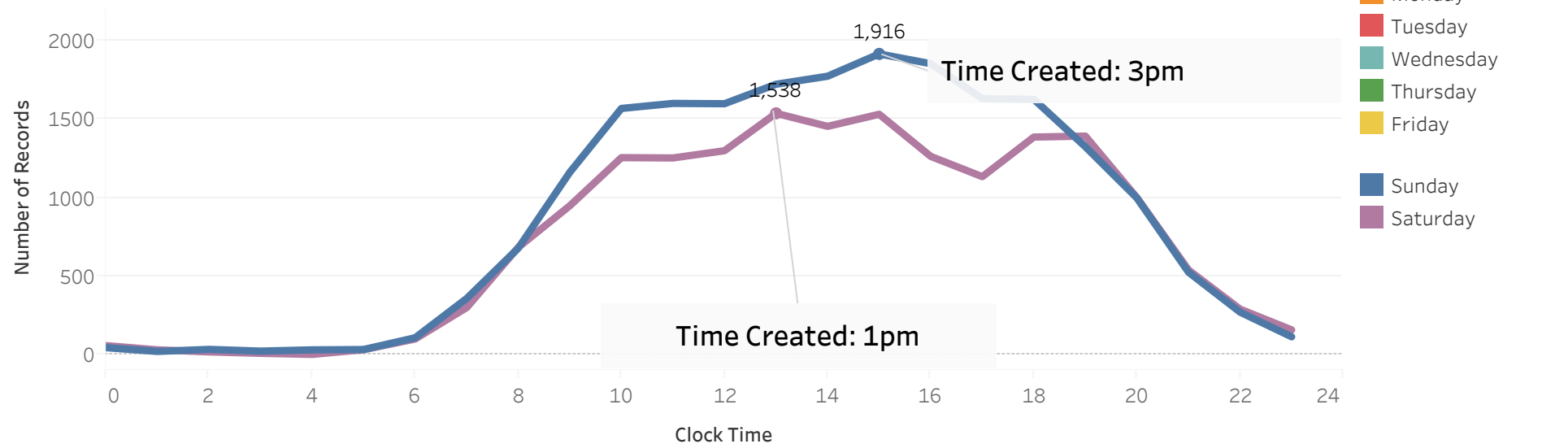
Recommendation 3
Suggested marketing time during weekday is 7pm, 1 to 3 pm during weekends

- ☒ Tuesday
- ☒ Wednesday
- ☒ Thursday
- ☒ Friday
- ☐ Saturday

Number of accounts created (weekdays)



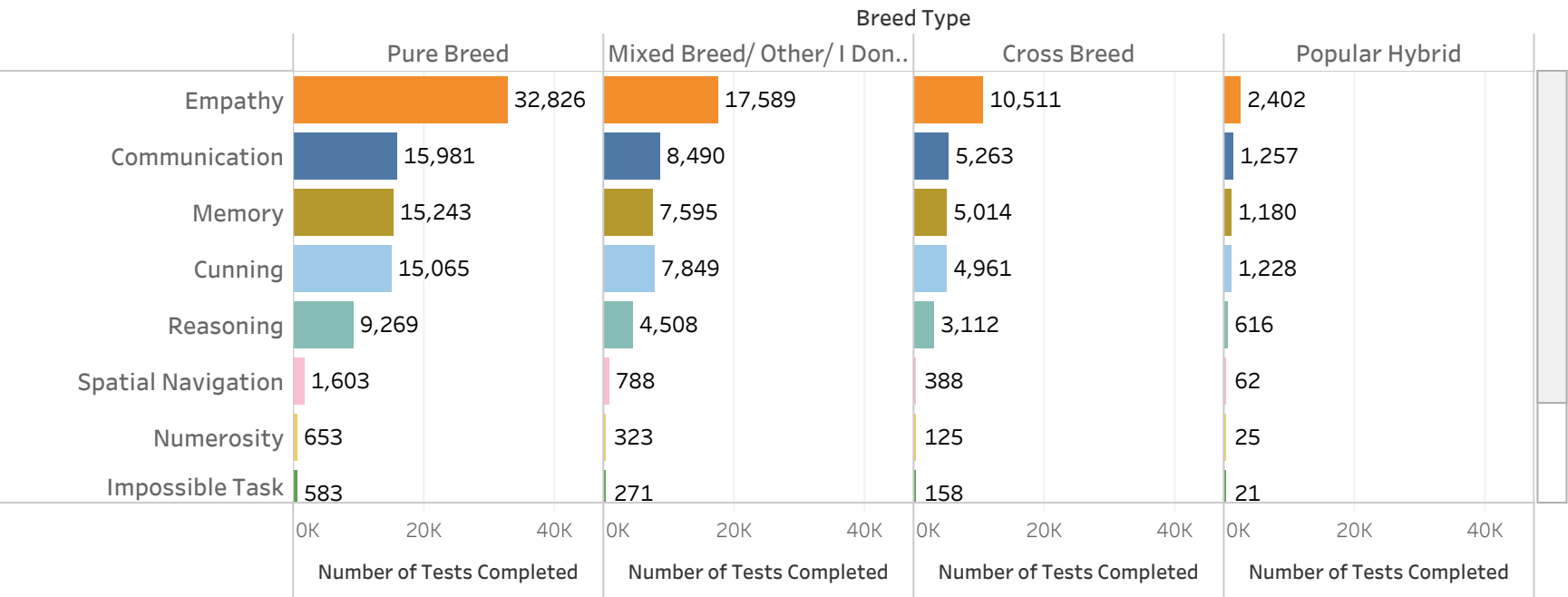
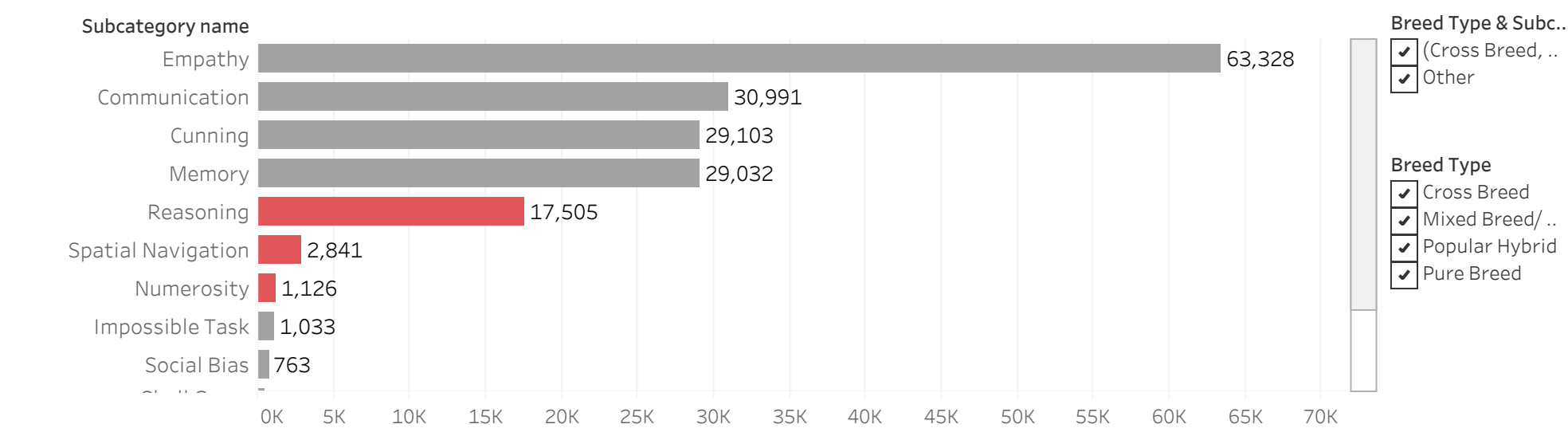
Number of accounts created (Weekends)



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Recommendation 4

Lower Spatial Navigation test difficulty



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Thank you!

Questions?

