

Cover	Introduction	Problem and Description	Distribution of users around the world	Distribution of Users for Year and Membership Type	Completed Games by Free and NonFree Users	Recommendations
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Dognition Recomendation Project
by
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Dognition Business Recommendation Project

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What is Dognition?

Dognition is a series of engaging, science-based games that reveal your dog's unique way of thinking. Also Dognition is devoted to enriching the understanding of dogs and our relationships with them. The service is all about how your dog faces the world and tackles problems

Objectives

The objective of this project is to make a few business recommendations in order to increase the costumer base and costumer fidelity.

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Problem:

The current promotion, which consists in giving free access to the first subcategory of test has proven ineffective. Due to demonstration of lower customer retention rate, as shown in Slide 6. Despite good customer base growth rate shown in Slide 5. Note that as shown in the quartile 2014 Q4 which is a peak enrollment is possible have high levels of enrollment. Slide 4 shows the dispersion of the world customer base, one can see a huge concentration of customers in the USA, however the rest of the world there is the same trend of customer amounts.

Description:

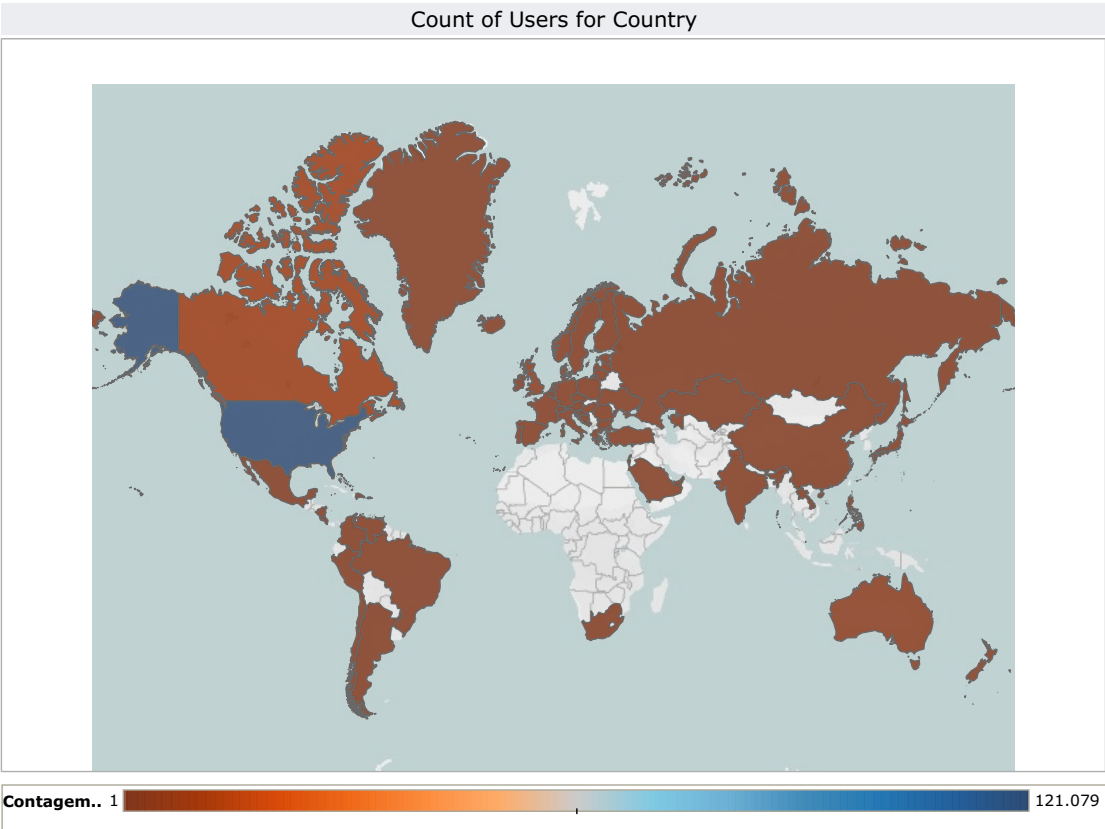
Slide 4 shows the count of the number of users by country, and as can be seen there is a large concentration in the USA and a low concentration in the rest of the world.

Firstly Slide 5 shows the sum of accounts created per year with the percentage difference from the previous year. This shows an interesting growth rate, but which can however be improved. Followed by the graph that shows the percentage of distinct count of membership types of users. That shows a type 20 games prevalence. The last graph presents information on the count of accounts created by quartile. Finally the most important in this graph is the 2014 Q4, where a peak enrollment occurs.

The last the Dashboard the "Slide 6" shows the difference between the amount of games complemented by Free and NonFree Users. The graph shows the climate decline in the percentage of games completed by DogID in relation to the first column (1-5). Already the graph low also shows the decline in the percentage of games completed by DogID, however this time over the previous column.

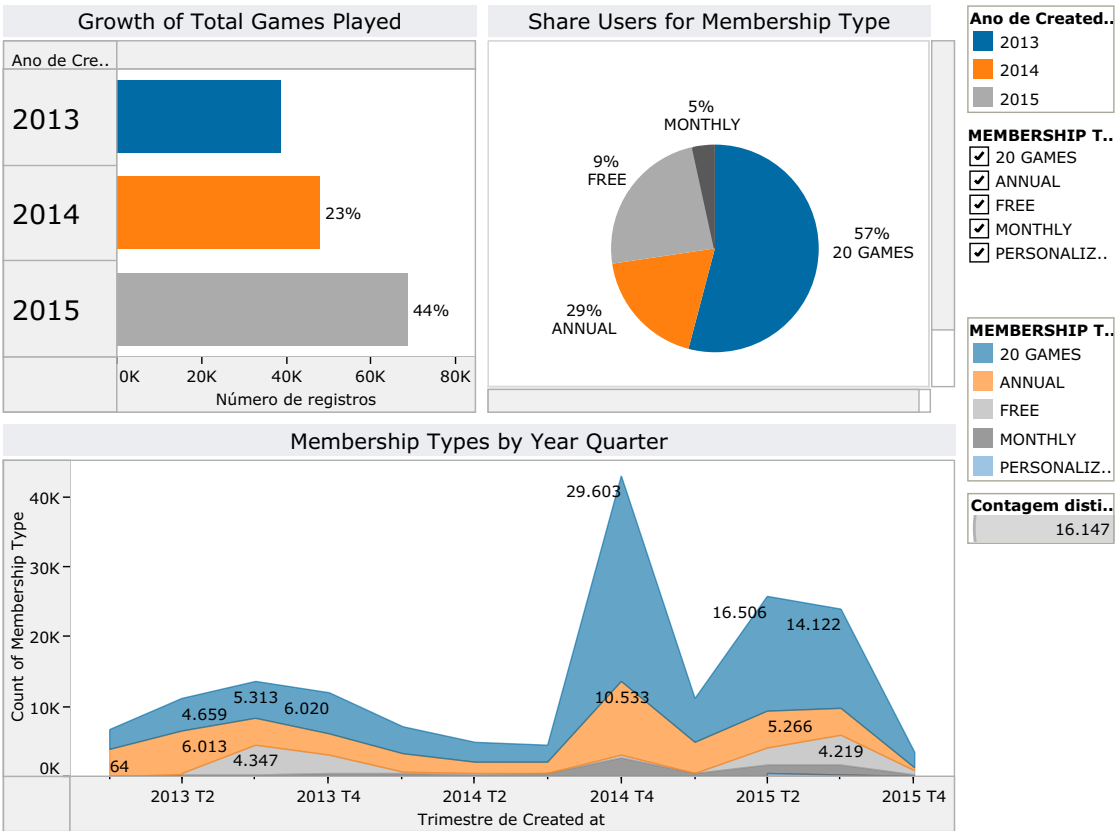
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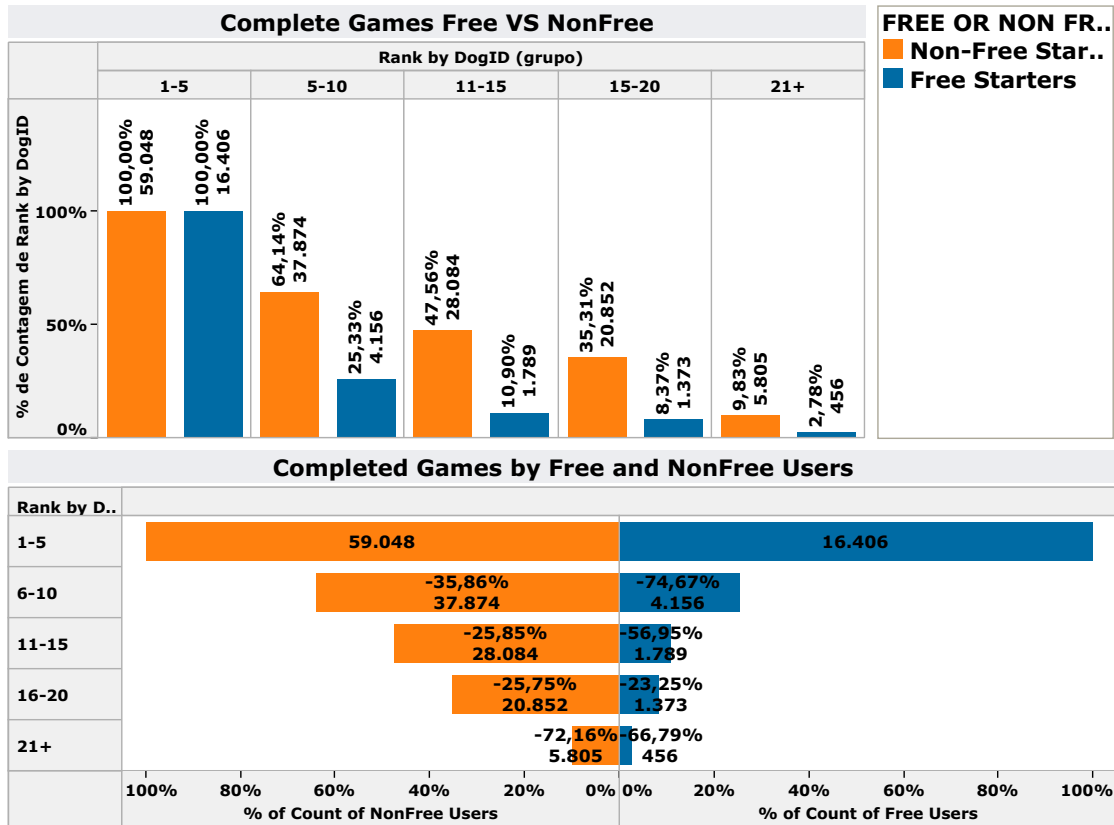
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Recommendations:

- 1 - The recommendation based on the Slide 3 is to increase marketing activities in markets such as Europe and Asia, in order to increase the customer base in competitive markets such as the European and Asian.
- 2 - As a recommendations based on the Slide 4. First should be carried out an assessment of information on the market, including marketing activities in the period prior to the peak shown in quartile 4, 2014.
- 3 - This last recommendation is based on the Slide 6 is that due to the low performance of Free users, it could be considered another type of promotion, such as example, be given a free game after a few days after the last login, thereby attracting the client again

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It may be concluded that through the use of marketing and sales actions based on information collected by Recommendation 2. In addition Recommendation 1 that aims to market expansion and through actions by customer base intended for European and Asian markets. With the use of promotions as described in Recommendation 3 is possible growth the customer base by 30% in a period of 3 to 6 months.

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Thank you for your attention.

This was the final report performed for the module Data Visualization and Communication with Tableau part of Excel to MySQL Course: Analytic Techniques for Business offered by Duke University in partnership with Coursera.