

# Insights on Dognition Data

HELLO, WELCOME TO THIS PROJECT REPORT OF MINE ON DOGNITION DATA.

WHAT YOU CAN EXPECT TO FIND IN THE NEXT FEW SLIDES WOULD BE SOME INTERESTING INSIGHTS ABOUT DOGNITION'S CUSTOMERS ACROSS THE WORLD.

THE COMPANY DOGNITION USES DIFFERENT TYPES OF GAMES THAT USERS PLAY WITH THEIR DOG WHICH IN TURN REVEAL VARIOUS FEATURES & IDENTITY TRAITS ABOUT THE LATTER.

HERE, WE'LL TRY TO ANALYSE THE DATASET USING TABLEAU & SEE HOW WE CAN INCREASE THEIR CUSTOMER'S ENGAGEMENT ON THE PLATFORM MORE, & NUMBER OF USERS ACROSS DIFFERENT GEOGRAPHIES & LEVELS OF THE GAMES.

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SO LET'S GET STARTED.

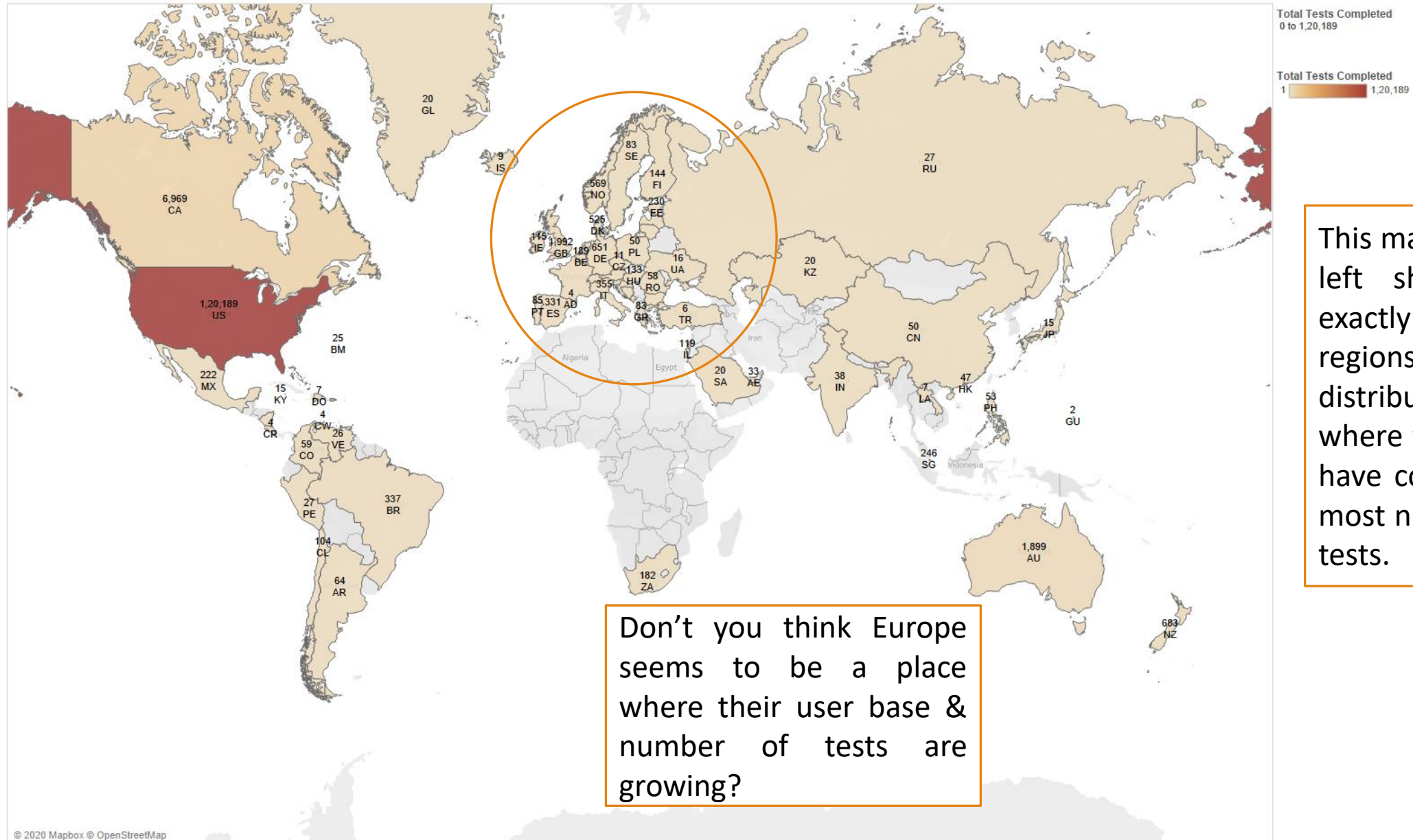
Regions with most number of Completed Tests.

Cities with 500+ completed tests

Customer Engagement countries where business is gr..

Total tests Completed vs Avg time taken to complete.

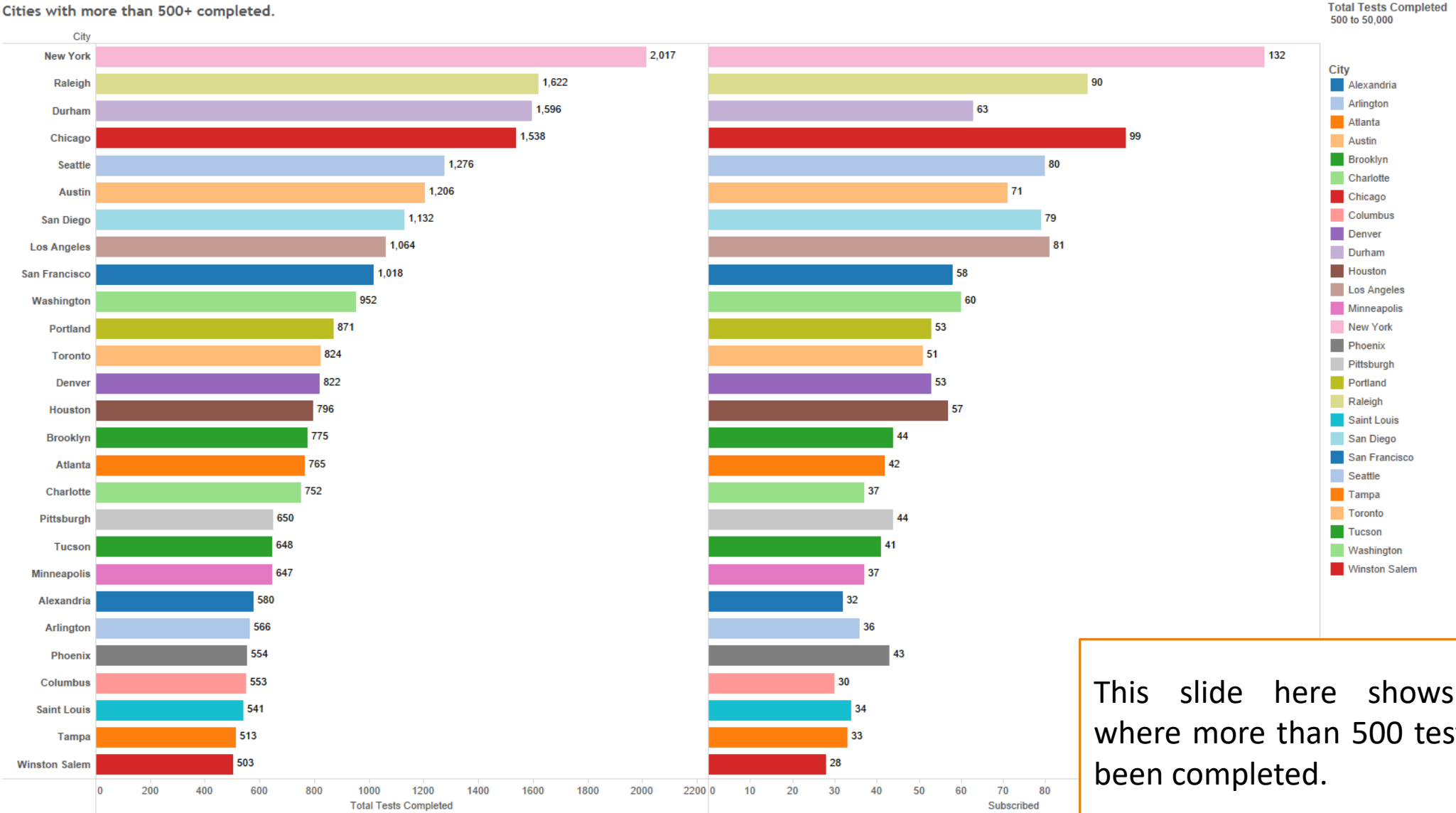
Dog type with most subscriptions.



This map on our left shows us exactly how regions are distributed where the users have completed most number of tests.

Regions with most number of Completed Tests.	Cities with 500+ completed tests	Customer Engagement countries where business is gr..	Total tests Completed vs Avg time taken to complete.	Dog type with most subscriptions.
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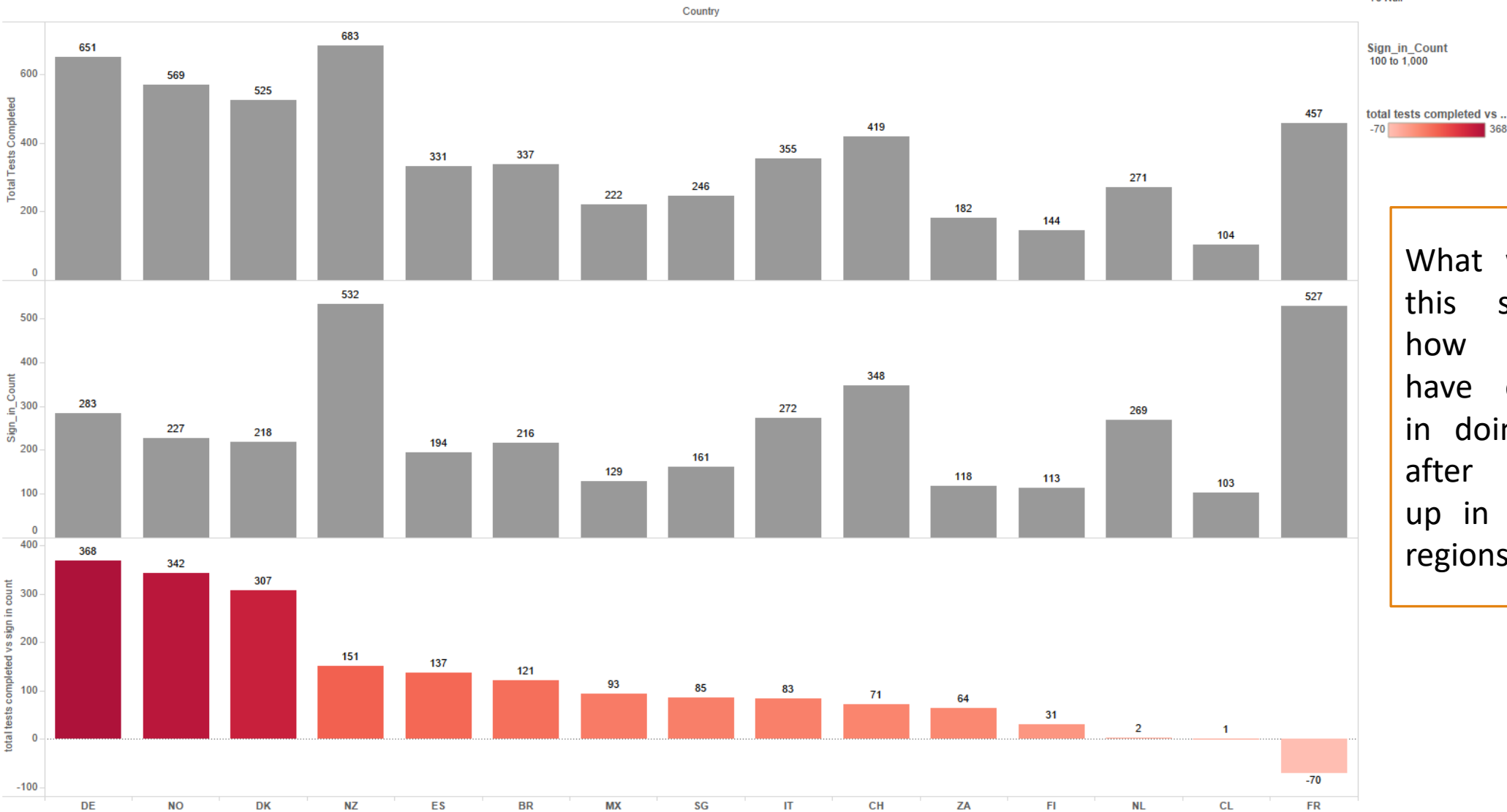
Cities with more than 500+ completed.



This slide here shows cities where more than 500 tests have been completed.

Regions with most number of Completed Tests.	Cities with 500+ completed tests	Customer Engagement countries where business is gr..	Total tests Completed vs Avg time taken to complete.	Dog type with most subscriptions.
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Total Tests Completed Vs Sign in Counts

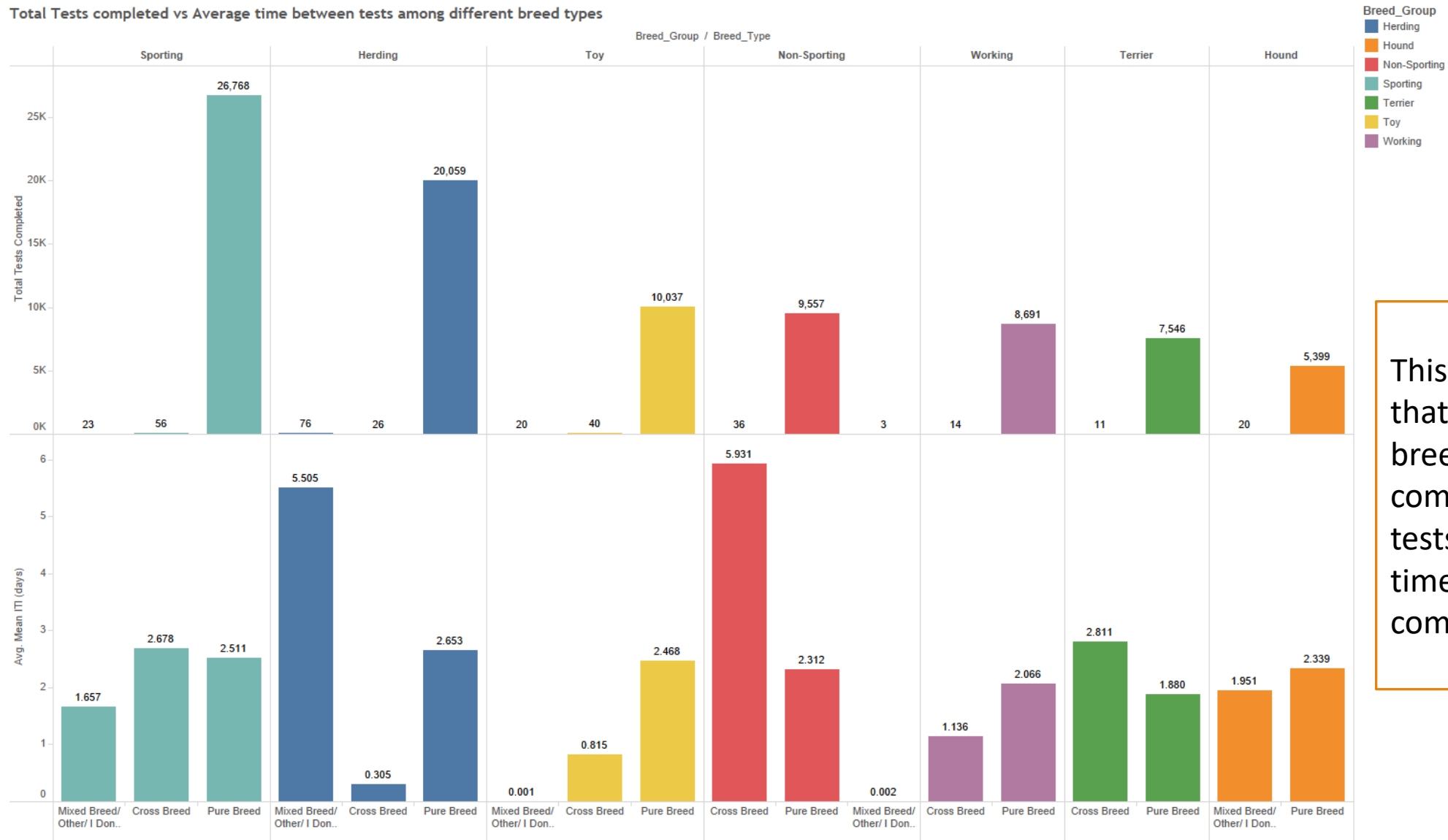


What we find this slide is how users have engaged in doing tests after signing up in growing regions.

The 3<sup>rd</sup> graph shows that for 283 sign ups in the country DE, there was 368 more tests which were finished.

Regions with most number of Completed Tests.	Cities with 500+ completed tests	Customer Engagement countries where business is gr..	Total tests Completed vs Avg time taken to complete.	Dog type with most subscriptions.
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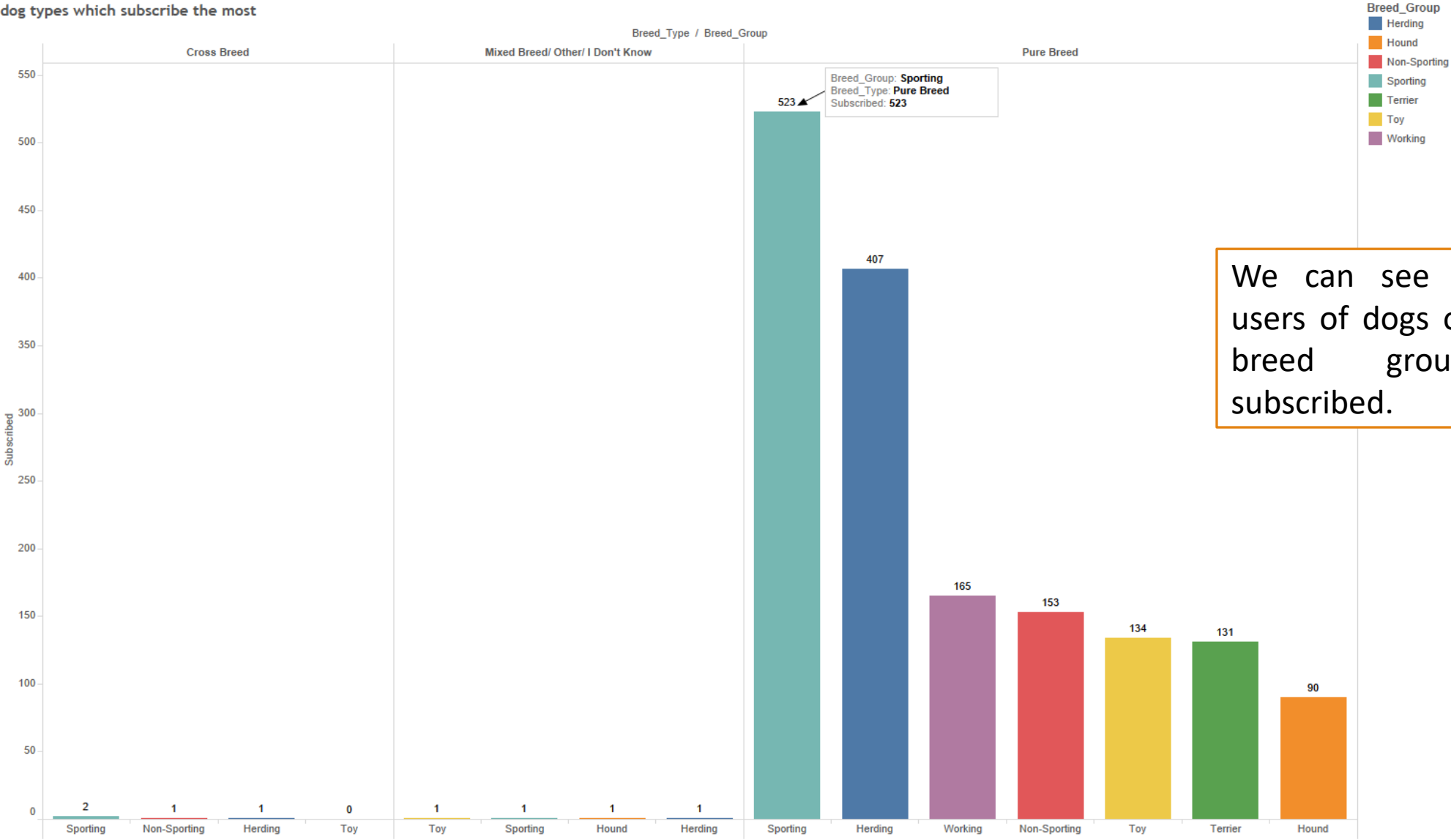
Total Tests completed vs Average time between tests among different breed types



This data shows that mostly, pure breed dogs complete more tests & average time taken to complete varies.

Regions with most number of Completed Tests.	Cities with 500+ completed tests	Customer Engagement countries where business is gr..	Total tests Completed vs Avg time taken to complete.	Dog type with most subscriptions.
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dog types which subscribe the most



# Result

FROM WHAT WE SEE, WE CAN INFER THAT TO INCREASE CUSTOMER BASE & USER ENGAGEMENT, DOGNITION SHOULD;

- I. TARGET USERS WITH MARKETING CAMPAIGNS IN EUROPEAN REGIONS AS IT SEEMS TO BE AN EMERGING MARKET FOR THEM.
- II. COME UP WITH A DIFFERENT MARKETING CAMPAIGN IN CITIES THAT HAVE MOST TESTS COMPLETED.
- III. DOGNITION SHOULD FOCUS MORE ON COUNTRIES AS REPRESENTED ON THE 4<sup>TH</sup> SLIDE, AS MORE USERS ARE SIGNING UP FROM THESE REGIONS BUT AREN'T COMPLETING MORE TESTS.
- IV. SHOW INSIGHTS ABOUT DOGS, AS REPRESENTED ON 5<sup>TH</sup> SLIDE TO MORE USERS SO THAT THEY GET DRAWN TOWARDS KNOWING THEIR PET ALL THE MORE.
- V. SINCE USERS OF DIFFERENT BREED GROUPS HAVE SUBSCRIBED DIFFERENTLY, DOGNITION SHOULD BUILD THEIR TESTS DIFFERENTLY FOR DIFFERENT BREED GROUPS SO THAT THERE MIGHT BE MORE INFORMATION ON LEVEL OF ENGAGEMENT WHICH COULD IN TURN PROVIDE BETTER RESULTS FOR THE COMPANY.

# THANK YOU.

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Hope you found this project & it's findings informative.

Did YOU find something more interesting that I might have missed out on the results?

Let me know.

