Hello, my name is Josh Walls and today I am going to present my recommendations for business process changes Dognition can utilize to increase the number of tests customers complete. My recommendations are as follows: send out targeted reminders throughout the day to increase engagement, create a leaderboard system with prizes given out to those who are at the top and drop the free start promotion in favor of increased social media and TV advertising.

Looking at my first graph of the geographic spread of customers in the US we can clearly see some states have a much higher number of users than other states. The top states of Dognition customers include California, New York, North Carolina, Texas and Florida. Therefore, I think we should focus our marketing strategy in these states to increase number of completed tests. In fact, we could have a structure where we send out additional targeted reminders to these states in particular that already have a high number of dognition customers to maximize test completion numbers.

On my next story point you can see a dashboard showing months, day of the week and times of day when the most Dognition tests are completed. From this data you can see the month of March, Saturdays and 7pm are the most frequent times when Dognition tests are completed. This data is helpful to us because we can structure how we send our targeted reminders to be at 7pm every day and then more than one reminder on Saturdays since that is the busiest day of the week. Then in addition to this Dognition could also offer a promotional discount to customers in the month of March to further maximize completed tests.

My next point shows a dashboard that shows total tests completed by breed group and breed type as well as a graph showing total tests and breed group organized by dimension. This data shows across all breed groups that there is a big drop off in completed tests before the customers find out what personality dimension their dog is. My idea to fix this problem is to create a leaderboard system where we can give out prizes such as discounted membership fees or dog swag to customers at the top of the leaderboard. The leaderboard rankings could be organized into different breed groups and you can ascend higher on the leaderboard by completing more tests. This friendly competition will motivate more users to be excited to discover more about their dog and increase the number of tests users complete.

Finally, in my last graph I have a bar chart showing data of total completed tests for free start users versus non free start users. What you can extrapolate from this data is there are significantly more tests completed by non free start users than free start users. In my opinion, this means that the free start promotion has not been very successful at increasing test completion numbers. To fix this my idea would be to instead drop the free start promotion in favor of targeted social media and TV advertising. Nowadays everyone has social media accounts and they are a fun, cheap way for Dognition to advertise their service. Dognition can post cute pictures of dogs completing tests to show to how fun the service is and how much deeper a connection you can have with your dog by completing all the tests. In addition, Dognition can also use TV advertising to target older demographics who might not have social media and buy advertising space on channels such as Animal Planet.

To recap my recommendations for Dognition include sending out targeted reminders throughout the day increase engagement, create a leaderboard system divided by breed group with prizes given to those at the top and drop the free start promotion in favor of increased social media and TV advertising.

I appreciate your time and I hope Dognition will consider my ideas to increase number of completed tests.

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