

## Dognition Database Information

Dognition (<https://www.dognition.com>) is a company that teaches you how to build a deeper connection with your dog by giving you an unprecedented perspective on your dog's personality and capabilities.

As a customer, you purchase the opportunity to follow detailed instructions and how-to videos about how to play 20 fun and interactive games with your dog that were created by scientists, trainers, and behavioral specialists. These 20 games comprise the Dognition Assessment. When you finish the assessment, you receive a 10-15 page report about your dog's unique personality dimension.

The Profile Report gives you individualized insight into the cognitive strategies your dog uses to interact with the world, and in-depth breakdowns of how your dog performed in each game compared to other dogs. You are also told your dog's Personality Profile, which is one of nine profiles or "dimensions" with titles like "Socialite," "Einstein," or "Maverick."

One of Dognition's primary goals is to be able to collect as much data as possible from as many different kinds of dogs as possible. Thus, they have tasked us with helping them figure out what business changes they could implement to increase the number of tests users complete on their website. They have made the data set described below available for our *Excel to MySQL: Analytic Techniques for Business Specialization* course so that we as a class can learn how to use data analytics to make these types of actionable recommendations.

Important information:

- The 20-game Dognition Assessment assesses 5 core dimensions of cognition: empathy, communication, cunning, memory, and reasoning.
- With a few exceptions, all games are presented to customers in the same order. Customers are not able to advance through tasks or trials out of order. This rule is implemented to make it as easy as possible for participants to follow all the steps of the games correctly.
- After completing the 20-game Dognition Assessment, customers can sign up to receive additional games and activities at the rate of one game and one activity per month.
- The Dognition team ran an experiment to determine whether a promotion that gave customers free access to the first 4 games of the Dognition Assessment would entice them to pay to complete the rest of the Dognition Assessment.
- All information that could be used to identify specific users has been removed.
- More details about the Dognition data collection method can be found at: <http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0135176> (Stewart, Laughlin, et al. "Citizen science as a new tool in dog cognition research." *PloS One* 10.9 (2015): e0135176.)

**Finally, this a real-life business data set. It will be messy and have missing data!**

## Variable Descriptions

FIELD NAME	DESCRIPTION
activity_type	Type of physical interaction with the website (ie: “cancel_monthly”, “video_player”, “pdf_report_render”, etc.)
birthday	Birth year of the dog
breed	Name of breed
breed_group	Group to which a dog’s breed belongs (Herding, Hound, Non-Sporting, Sporting, Terrier, Toy, Working)
breed_type	Type of dog breed (pure breed, mixed breed, cross breed, popular hybrid)
category_id	All data is NULL in this field of the database
city	City of the user
country	Country of the user
created_at	Time stamp when the record in that row was created
description	Description related to script_detail_id
dimension	One of Dognition’s 9 personality profiles (Ace, Charmer, Einstein, Expert, Maverick, Protodog, Renaissance-dog, Socialite, Stargazer)
dna_tested	Flag for whether a dog’s DNA has been tested (1=Yes/0=No)
dog_fixed	Flag for whether a dog is neutered (also known as “fixed”) (1=Yes/0=No)
dog_guid	Unique ID for a dog
end_time	Timestamp when the user submitted their answer to a question in a Dognition test.
exclude	Flag provided by Dognition indicating whether an entry should be excluded (reasons not documented in the current data set; (1=Exclude, 0=Don’t necessarily exclude)
free_start_user	Flag indicating whether a user received a “free start” by getting the first 4 games for free (1=free start, 0=not free start)
gender	Gender of the dog
last_active_at	Time-stamp of user’s last activity in his/her Dognition account
loop_number	Exam questions often have multiple “loops.” This signifies which loop the customer was on. Negative numbers represent “re-dos.”
max_dogs	Number of dogs associated with a user
mean iti (days)*	Mean inter-test-interval (ITI) between each test a dog completed (in days)
mean iti (minutes)*	Mean inter-test-interval (ITI) between each test a dog completed (in minutes)
median iti (days)*	Median inter-test-interval (ITI) between each test a dog completed (in days)
median iti (minutes)*	Median inter-test-interval (ITI) between each test a dog completed (in minutes)

FIELD NAME IN DATASET	DESCRIPTION
membership_id	Unique ID
membership_type	Type of subscription. 1=Dognition Assessment of initial 20 games, 2=Annual, 3=Monthly, 4=Free, 5=Subscription type of membership chosen by the user. Annual subscriptions provide the Dognition Assessment plus 12 months of subscription service (one new test and activity are “unlocked” per month, beginning of the month after purchase). Monthly subscriptions provide the Dognition Assessment plus the subscription service billed monthly. Free subscriptions were either offered through a “free start” promotion or through the Dognition MOOC. These users have access to the first 4 games for free and can then upgrade to unlock the rest. The “Subscription” option (value of 5) is a recent test that offers the entire 20-game Dognition Assessment for free, but then allows user to upgrade to a monthly subscription
rank_by_dogid*	The chronological rank of each test a dog completed (e.g. 1=first test dog completed, 3=third test dog completed, etc.)
rank_by_userid*	The chronological rank of each test a user completed (e.g. 1=first test user completed, 3=third test user completed, etc.)
rating	The answer to the question “How surprising were [your dog’s name]’s choices?” Users could choose any number between 1 (not surprising) to 9 (very surprising)
script_detail_id	Number corresponding with the exact webpage a customer was on
script_id	An ID representing the type of Dognition activity users are engaged in. Numbers represent personality questionnaire (first set of questions after registering a dog), Dognition Assessment versions, other surveys, and monthly games available after the initial Dognition Assessment is completed
sign_in_count	Number of times a user signs in to his/her Dognition account
start_time	Timestamp when user received a question in a Dognition test
state	State of the user
step_type	Key for whether the test item was a question or a stopwatch
subcategory_name	Name of the cognitive sub-category a test belongs to (Communication, Cunning, Empathy, Expression Game, Impossible Task, Laterality, Memory, Numerosity, Perspective Game, Reasoning, Self Control Game, Shaker Game, Shell Game, Smell Game, Social Bias, Spatial Navigation).
subscribed	Flag for whether a user has a paid subscription (1=Yes/0=No)
test_name	Name of Dognition test
time diff between first and last game (days)*	Time difference between the first and last game completed by a dog (in days)
time diff between first and last game (minutes)*	Time difference between the first and last game completed by a dog (in minutes)
total tests completed*	Number of tests completed by the dog
updated_at	Time stamp when the record in that row was created (will be the same as created_at if the record was never updated)
user_guid	Unique ID for a human user
weight	Weight of the dog (lbs)
zip	Zip code of the user