DOGNITION ANALYSIS

TABLEAU PUBLIC PROJECT LINK (copy and paste in browser):
https://public.tableau.com/profile/paras.patel#!/vizhome/DognitionProject1/Project?publish
=yes

Over the course of thousands of years, dogs have evolved to gain the elite status of being
"dog's best friend." Dogs prove to be more loyal above all domestic animals, which is why
over 43 million households in the US have a pet dog. Wouldn't it be amazing if you could
understand their personality as you can with any other human being? Well thankfully,
Dognition exists to do just that. Dognition provides a service for dog lovers to get inside
the head of your pet dog to see how your dog functions on a cognitive level.

As pure as the intentions of Dognition are, they've had some trouble retaining users over
the course of their tests. By analyzing their data, I'm going to make targeted marketing
recommendations and testing changes to help Dognition maintain a more sustainable and
loyal user base. To help visualize the analysis, a workbook has been uploaded to Tableau
Public, which will be referenced.

To start off, lets look at the first story point. California is the Dognition's top market,
comprising ~8% of it's total user base, followed by New York at ~4%. California is a huge
market, not in terms of present user base, but in terms of potential. Other US states (TX, FL,
NC, IL, NC, WA, CO, AZ, GA, OH, PA, MA, MD, VA, MI) and Canadian provinces have a
promising user base. Because there's such a large distribution of data by location, it can't be
said with certainty whether certain states are finishing more tests than others. A marketing
recommendation cannot be made on this basis, but I recommend focusing on growing the
New York, Texas, and Florida markets and sustaining the California market.

A marketing recommendation can be made by looking at the "Dog Fixed" data [switch to
worksheet E3.2]. Dogs that are fixed have complete more tests on average than dogs that
are not. **Dognition should consider advertising their service in veterinary clinics in the
states mentioned above**. Dogs have to visit these clinics or offices in order to get neutered.
This will give them exposure in states that can be a key to their success.

However [back to Dognition Analysis Story – Point 2], we know there is a huge drop off rate
after test 4. **A/B Testing is recommended here**. Instead of starting with 'Empathy' testing,
Dognition should try the 'Cunning' or 'Memory' tests first. The data shows the slowest
decline of users during these test phases and lowest decline of users to the next test
subcategory. Other test subcategories orders are also recommended during A/B testing to
determine optimal retention rates.

The third story visualization [moving on to story point 3] shows the activity by month FOR
THE FIRST TEST (i.e. when the user has joined Dognition). Users with a free start tend to
join in June. If you look at the full data (Free Start Users and No Free Start Users), there is a
huge unnatural spike in activity during October 2014. This could have been caused for

many reasons, such as an influencer (celebrity) promoting Dognition. **Since most users (and in extension the dogs) are more active during summer months, it makes more sense to market and advertise the Dognition service starting in May.**

The fourth visualization [moving on to story point 4] identifies the days of the week where Dognition experiences the most activity. Most of the activity is during Sunday, which makes sense because that's when most workers are home and have time to play with their pet or work on a Dognition test. However, filtering this data to show only the activity of the first test reveals that most first test's (and users joining) are on Monday.

The last story point [moving on to the story point 5] shows the loyalty of customers that begin as free users and those who pay. User's who join free are less loyal. By test 20, 30% of users who did not start with a free subscription are still active, while only 6% of users that started with a free trial remain active at test 20. **A reward or promotion system should be considered for users that pay from the start.**

Dognition is a promising service with a great opportunity to be successful. Based on the analysis mentioned, it's recommended they understand their audience and determine which locations to focus on to gain the most followers and customers. In order to retain customers, A/B testing is highly recommended to optimize their suggesting testing path. They have plenty of opportunities for marketing plays, and vet clinics would be a great place to start. Customers should also be rewarded for their loyalty, satisfied customers can prove to be your greatest salesmen.