

THE DOG SERVICE ANALYSIS

TABLEAU PUBLIC PROJECT LINK (copy and paste in browser):

<https://public.tableau.com/profile/paras.patel#!/vizhome/DogServiceProject/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, this dog service exists to do just that. The company 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 the dog service 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 the dog service 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, let’s look at the first story point. California is the service’s top market, comprising ~8% of its 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, 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 completed more tests on average than dogs that are not. **The dog service 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 the Dog Service 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, the service 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 the dog service). 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 the service. **Since most users (and in extension the dogs) are more active during summer months, it makes more sense to ramp up marketing and advertising starting in May.**

The fourth visualization [moving on to story point 4] identifies the days of the week where the dog service 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 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.**

The dog service 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.