Dognition data analytics Project

# About Dognition

Dognition is a company that teaches users how to build a deeper connection with their dog by giving them an unprecedented perspective on their dog’s personality and capabilities.

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

# Important information about the data set

* The 20-game Dognition Assessment assesses 5 core dimensions of cognition: empathy, communication, cunning, memory, and reasoning.
* 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

# Objectives

* To perform exploratory data analysis on the dataset
* To find out whether number of tests completed varies across different categories

# Methodology

* Data was given across for tables in spreadsheet
* I transferred all the data to MS SQL database
* Performed some EDA (SQL file in repository)
* Created two tables to visualize in Power BI – Completed tests aggregated by Dog ID and Completed tests disaggregated
* Visualized the Data in Power BI (https://app.powerbi.com/groups/me/reports/565372d5-9238-452d-bc3d-e78d7f0c7775?ctid=789a7d0d-b817-4cbd-aecb-fbc2a7017168&pbi\_source=linkShare)

# Findings

* About 4500 users out of a total of 16200 users completed the doginition assessment.
* Most of the users are from the US.
* Sunday is the most popular day to play games
* Average tests completed does not vary much across different breed types and breed groups
* Most of the dogs were neutered irrespective of the breed type or group
* Users who completed their tests quickly tended to complete more games
* Users dropped out after the 4th game. This was true even for the users who were given a free start.