

Lapcat Device Report

LAPD♥G
LAPC▲T

Waggle

Reset
Filters



Breed

All

Date

1/1/2018



12/31/2020



Daily Steps

500

20000

Device Type

Lapcat

Lapdog

Product Recommendation

No

Yes

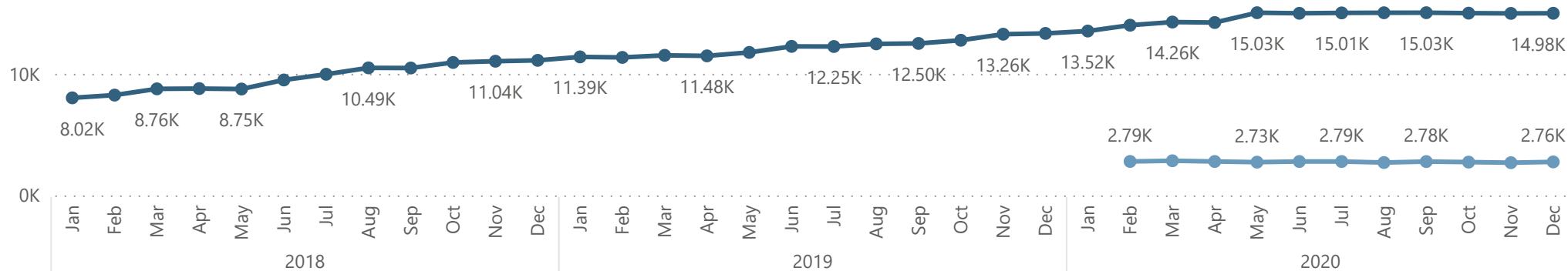
Product Brought From

- ☐ Select all
- ☐ Great Buy
- ☐ Other
- ☐ PetFans
- ☐ Rainforest.Com
- ☐ Waggle Trial
- ☐ Waggle.Com
- ☐ Wall Market

Executive Summary

Average Daily Steps Over Time

Lapcat Lapdog



Average Customer Rating

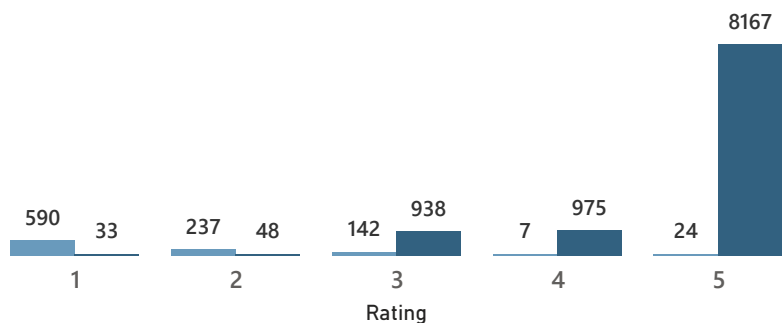
Lapcat Lapdog

1.64

Avg. Lapcat Rating

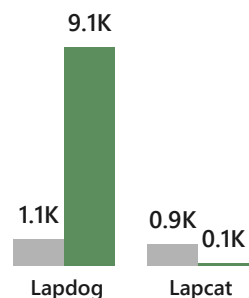
4.69

Avg. Lapdog Rating



Customer Recommendation Rate

No Yes



When compared to dogs, cats recorded lower average daily steps walked and their average daily steps did not increase because of the use of Lapcat. Pet owners gave a 4.69 rating for Lapdog while Lapcat only received a 1.64 rating. The product recommendation to friends is also lower for Lapcat.

Breed

All

Daily Steps

50020000

Heartrate_BPM

60220

Weight

5200

Was the Pet Rescued

NY

Product Brought From

☐ Select all

☐ Great Buy

☐ Other

☐ PetFans

☐ Rainforest.Com

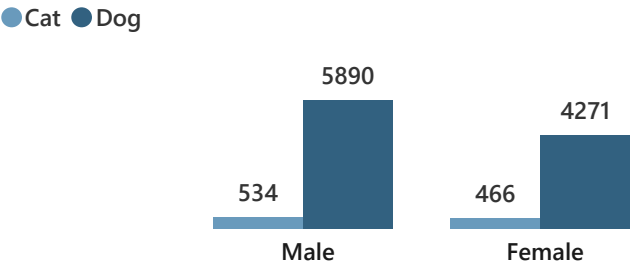
☐ Waggle Trial

☐ Waggle.Com

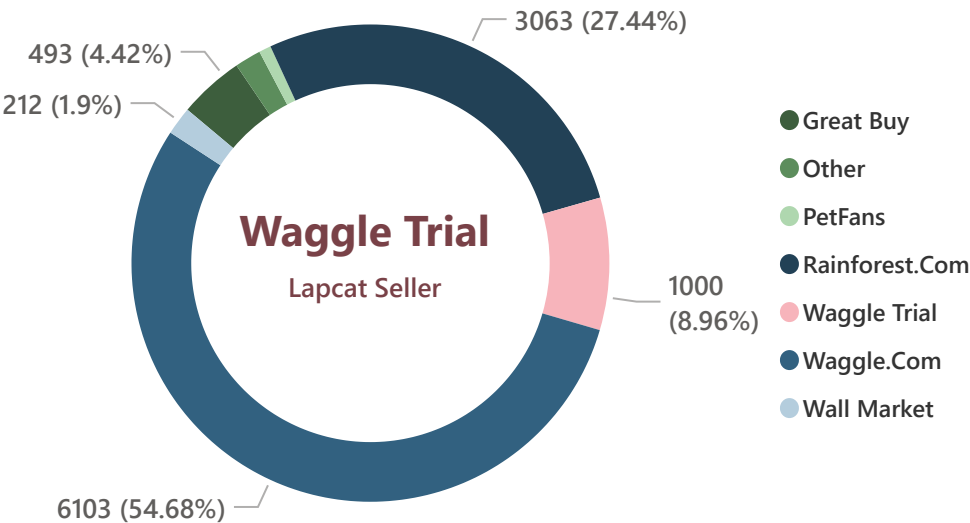
☐ Wall Market

Pets Performance Report

Number of Pets by Gender



Distribution of Product Sold per Source



Reset Filters

Dog is Inactive

Cat is Inactive

Use the pet shaped buttons to switch between Dog/Cat data

Pet Information

Pet ID	Name	Breed	Dog/ Cat	Gender	Sum of Activity Minutes	Sum of Daily Steps	Rating
8750	Pongo	Rottweiler	Dog	Male	3542	503089	5
9836	Annabell	Other	Dog	Female	3623	502588	4
1886	Shiloh	Bichon Frise	Dog	Male	3876	500672	5
5570	Roy	Labrador	Dog	Male	3908	496473	5
9220	Ali	Grey Hound	Dog	Male	4237	495665	4
10060	Brigham	Husky	Dog	Male	3930	494563	1
789	Atlas	Poodle	Dog	Male	3924	493064	4
133	Alyssa	Bulldog	Dog	Female	3915	490925	5
9245	Eudora	Other	Dog	Female	4001	490645	5
2030	Evan	Golden Retriever	Dog	Male	3963	490045	5
6792	Pongo	Labrador	Dog	Male	4063	489563	5
1883	Jade	German Shepherd	Dog	Female	3753	489534	5
9393	Dolores	Husky	Dog	Female	3958	489240	5
8157	Roscoe	Bichon Frise	Dog	Male	4058	488546	5
7525	Matilda	Husky	Dog	Female	3595	487609	4
6263	Hoss	Bulldog	Dog	Male	3599	485889	5
3519	Bubba	Golden Retriever	Dog	Male	4038	485757	3
3927	Cisco	Bichon Frise	Dog	Male	4021	485685	5
7001	Skylar	Labrador	Dog	Female	3875	485495	5
10131	Gabby	Golden Retriever	Dog	Female	3890	485445	5
5003	Snickers	Labrador	Dog	Female	3876	485353	4
6819	Harry	Other	Dog	Male	3905	484914	5

Device Type

Lapcat

Lapdog

Breed

All

Date

7/25/2019

12/31/2020

Daily Steps

500

20000

Heartrate_BPM

60

220

Product Brought From

☐ Select all

☐ Great Buy

☐ Other

☐ PetFans

☐ Rainforest.Com

☐ Waggle Trial

☐ Waggle.Com

☐ Wall Market

Pets Performance Report

Reset
Filters



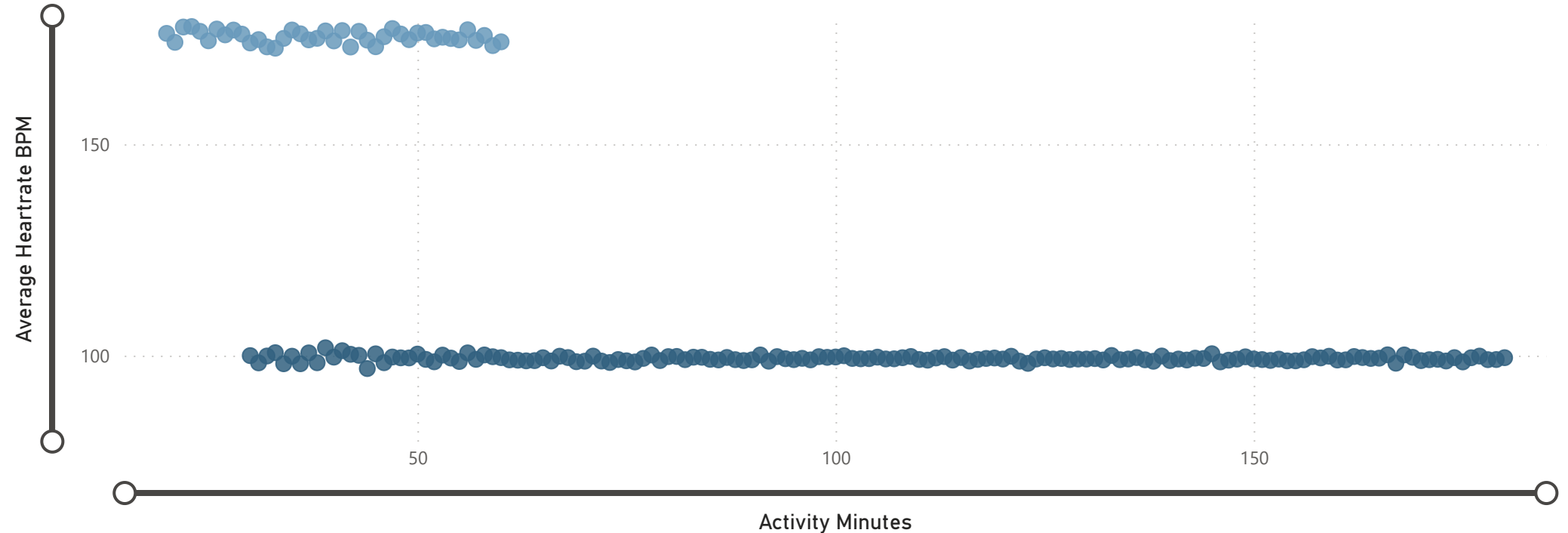
Average Activity
Time Inactive

Avg. Hear Rate
Over Activity
Time

Use the above buttons to switch between charts

Average Heart Rate by Activity Minutes

● Cat ● Dog



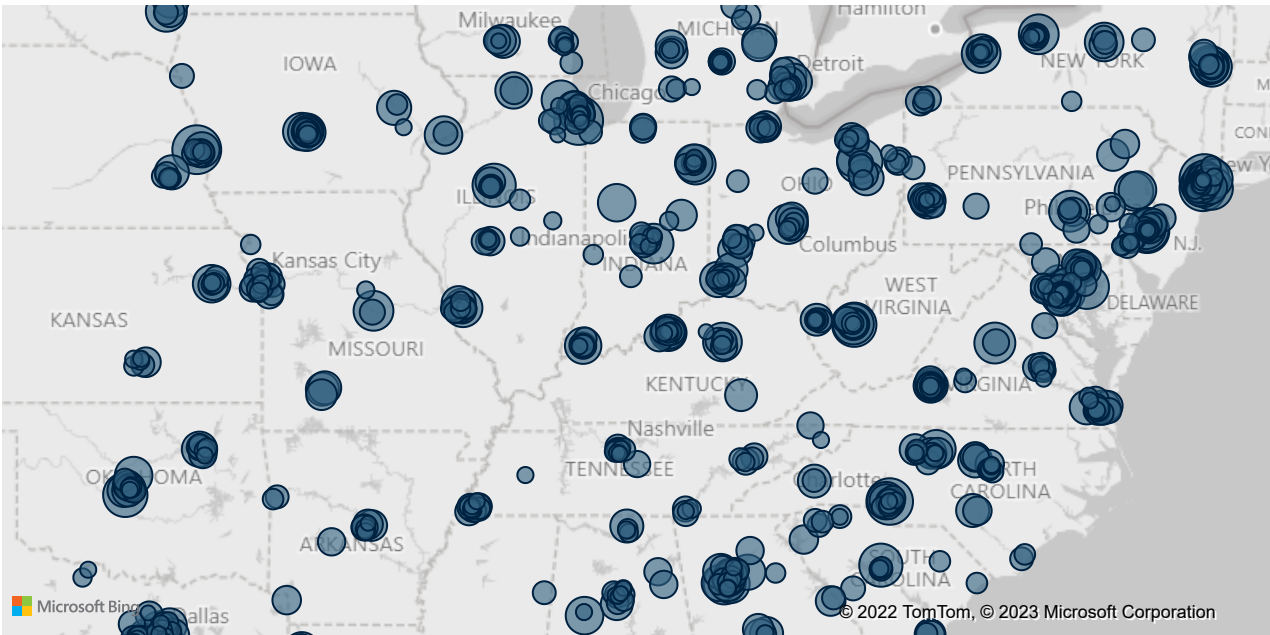
Between dogs and cats, dogs recorded higher average activity minutes. However, the recorded heart rate for cats is higher than dogs. Further study about the heart rate recorded by each breed will give a good insight into how the trackers have benefited these pets.

Reset
Filters




Insights on Pet Owners


Number of Pets by State and City




Family ID	Family Name	Email	State	Household Size	Household Income	Years of Pet Ownership	Total Pets	Annual Pet Expenses
1	Colleer	tcolleer0@email.com	Texas	2	\$851,180.90	44	3	\$8,980
2	Oen	foen1@email.com	Georgia	2	\$947,330.70	48	6	\$30,570
3	Kinder	akinder2@email.com	Oklahoma	5	\$761,021.58	25	3	\$8,600
4	Philipard	mphilipard3@email.com	California	1	\$688,070.90	34	3	\$5,970
5	Burnett	aburnett4@email.com	Oklahoma	5	\$454,279.52	49	3	\$9,976
6	Ferrini	rferrini5@email.com	Florida	1	\$92,951.99	41	4	\$1,806
7	Constanza	cconstanza6@email.com	Missouri	2	\$949,708.43	4	3	\$8,670
8	Broxup	bbroxup7@email.com	South Carolina	2	\$703,465.68	29	7	\$18,045
9	Chevin	dchevin8@email.com	Ohio	4	\$301,966.55	26	3	\$7,383
10	Nurse	mnurse9@email.com	Louisiana	2	\$400,533.24	19	3	\$5,780
11	Terren	cterrena@email.com	Missouri	4	\$256,753.44	27	5	\$12,900


Household_Income 


\$50,165.63\$999,993.51




Annual_Pet_Expenses 


\$504\$49,890





Years_of_Pet_Ownership 



350





Household_Size 


All 


State, City 


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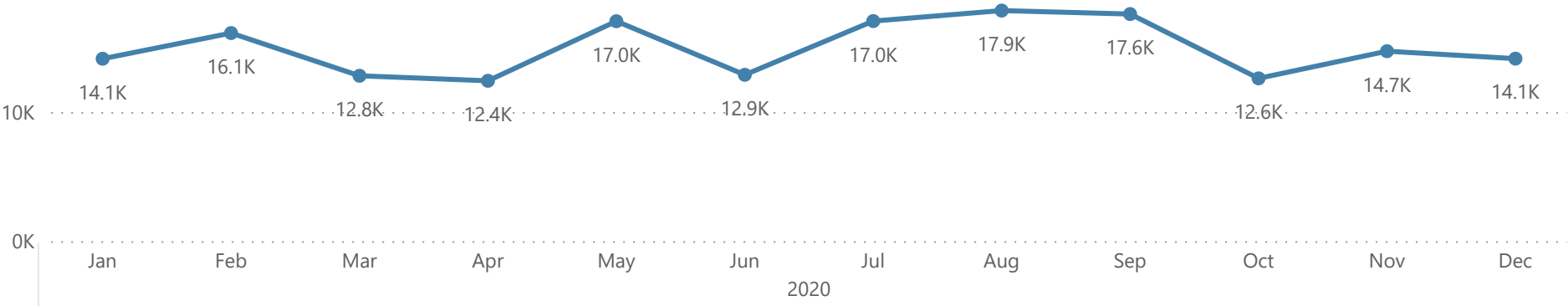
☐ Georgia

Family Drill-through Summary



Burnett	Oklahoma	Oklahoma Ci...	5	\$454.28K
Family Name	State	City	Household Size	Household Income

Average of Daily Steps Over Time



4.69

Avg. Lapdog Rating

1.64

Avg. Lapcat Rating

Pet Information

Family ID	Pet ID	Dog/Cat	Name	Breed	Age	Gender	Weight
5	10	Dog	Grace	Husky	6	Female	63

Rating Information

Family ID	Pet ID	Rating	Comments
5	10	5	I guess you can teach a dog new tricks!