

Recommendations to Dognition

The Dognition Company	S.M.A.R.T Goal	Geographical Spread of Dog..	Analysis of free subscript..	When to advertise?	Recommendations
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Dognition™
Find the genius in your dog.



Dognition helps dog owners to get closer to their dog by helping them identify their dog’s unique cognitive style and personality profile by means of specially designed 20 fun and interactive games.

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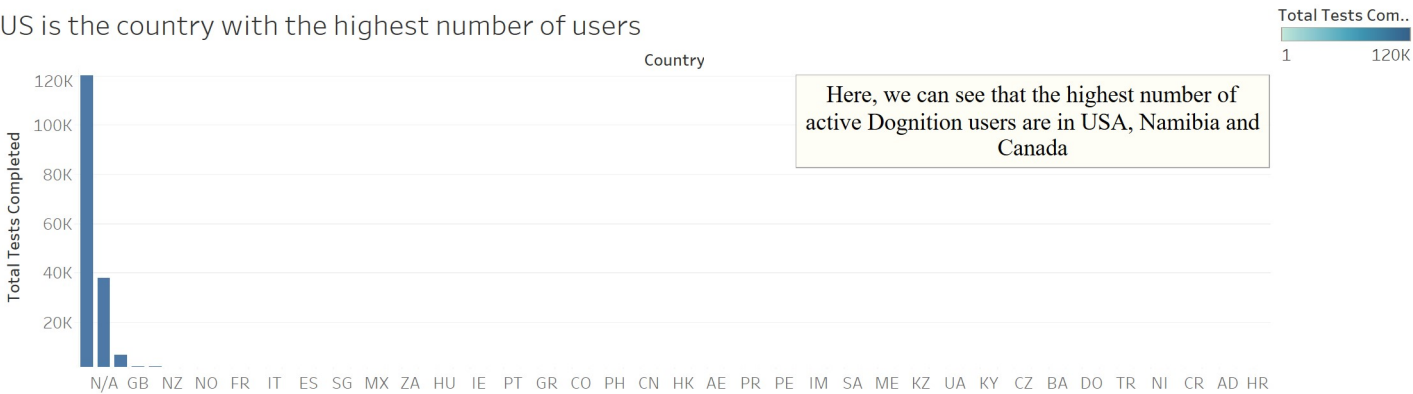
S.M.A.R.T Goal (Business Problem):

Increase the test completion rate of users by 20% within 3 months timeframe by analyzing the data provided by Dognition.

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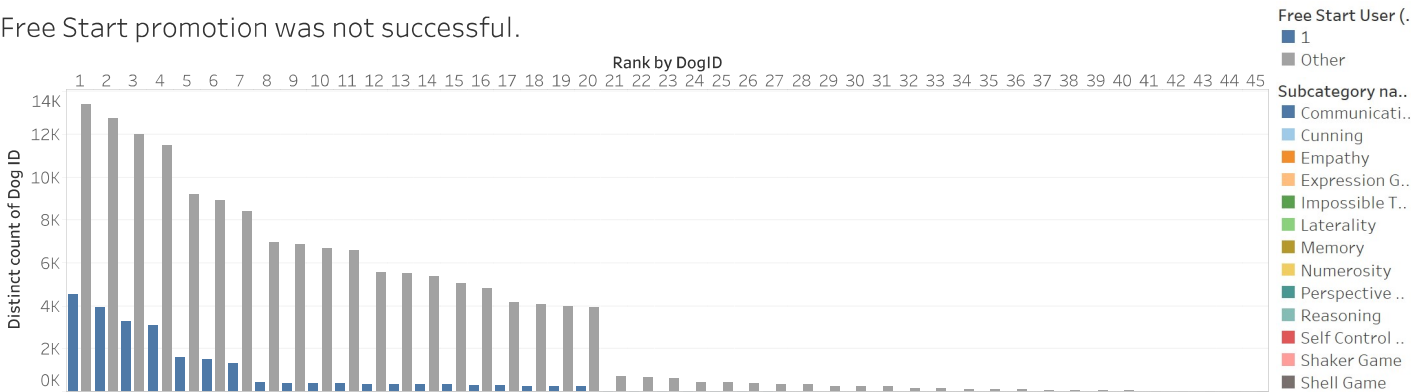
US is the country with the highest number of users



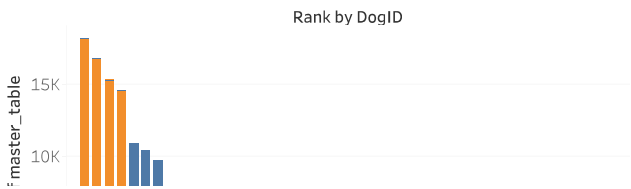
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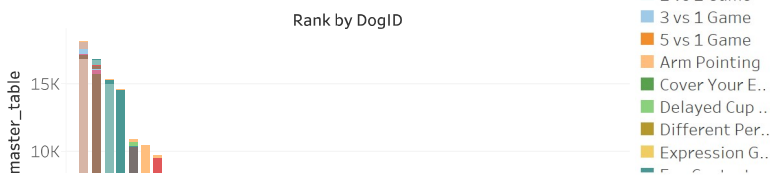
Free Start promotion was not successful.



There is a consistent user drop-out that occurs after the completion of the tests in the Empathy sub-category.



Eye Contact is the game where highest amount of users dropped off

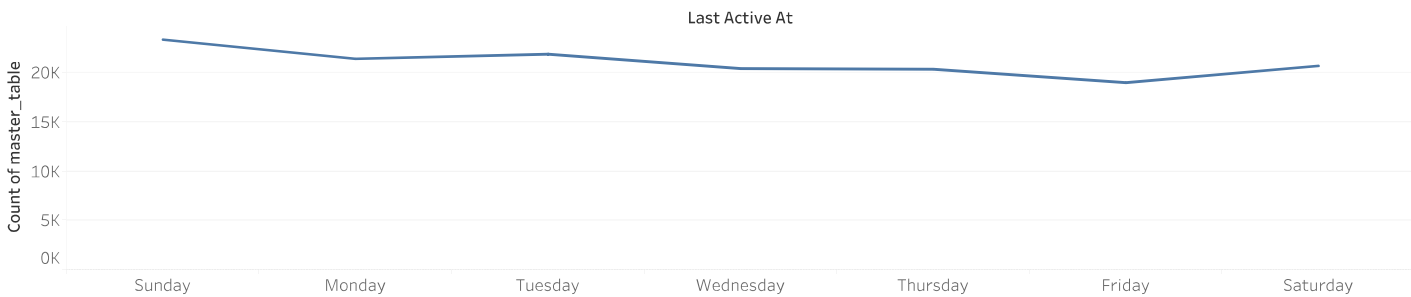


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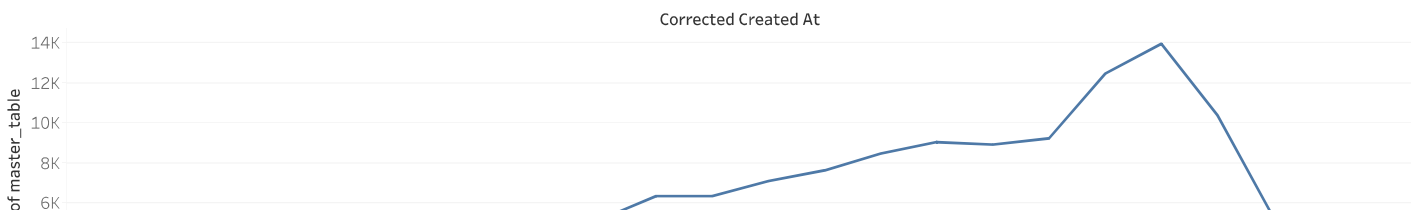
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Time when most of the users are active

Users are more active on Sundays as compared to other days.



Users are most active at 7 pm



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Recommendations:

1. Geographical improvement in market-base:

Dognition must work in increasing their market-base in US, as well as in countries like Namibia and Canada, where the users are most active.

2. Restructuring the tests:

It is seen that there is a really high drop-out rate of the Dognition users after completion of tests in the Empathy sub-category as well as in the Eye-Contact Test. So, both the areas must be restructured so that the users are persisted to complete the rest of the games. This can be done using an implementation of a badge system, to build a sense of accomplishment after completing the game among the users. Also, targeted reminders can be sent to the users, reminding them to complete the tasks.

3. Use Social Media as an alternative to the free start promotion:

It was inferred that free-start promotion was not very effective in implementation. Hence, as an alternative, it would be suggested to advertise actively on Instagram, Facebook and other social platforms with interesting contents like tips, facts or cute pictures of dogs. And as inferred, the best time to advertise would be on days like Sunday through Tuesday mostly during 6 pm to 7 pm.