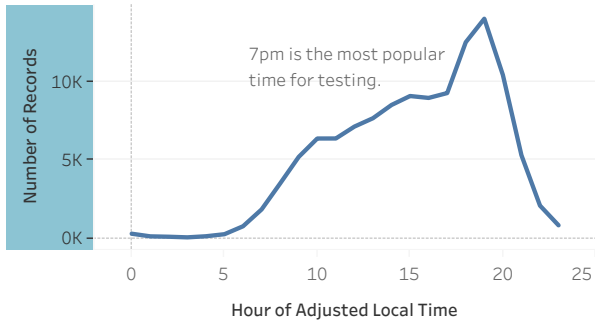


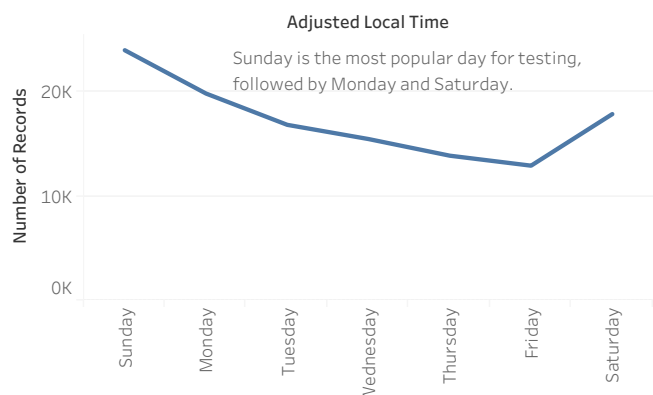
# Let Practice Makes Perfect: Customer Analytics for Dognition

When and where are our users testing?	How many tests have users completed?	Who have completed most tests?	What are the most popular tests?	How long have users stayed with us?
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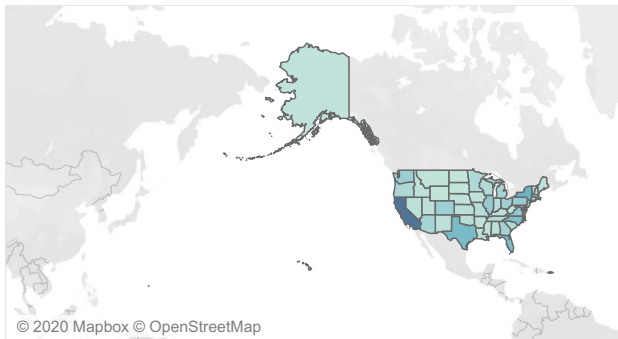
When do people do the test?



On which day do people do the test?

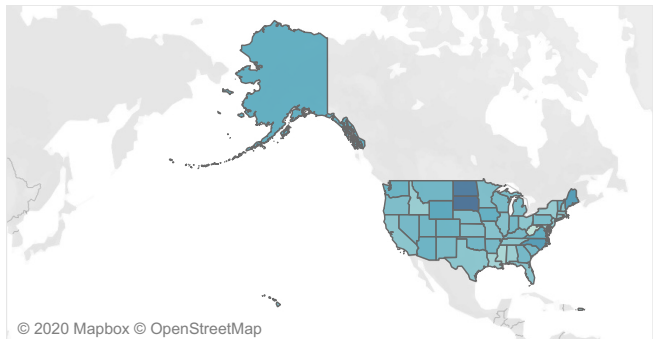


Distribution in US by Total Users



Total User

Distribution in US by Test Frequency

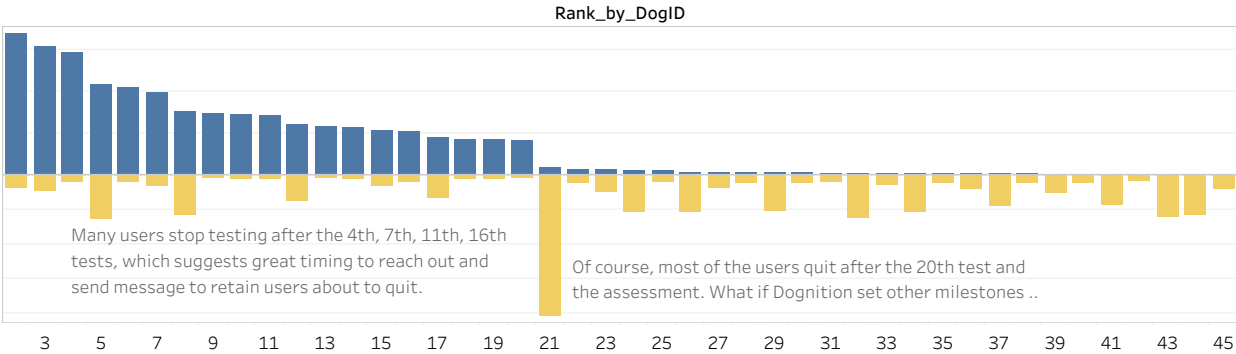


Record per User

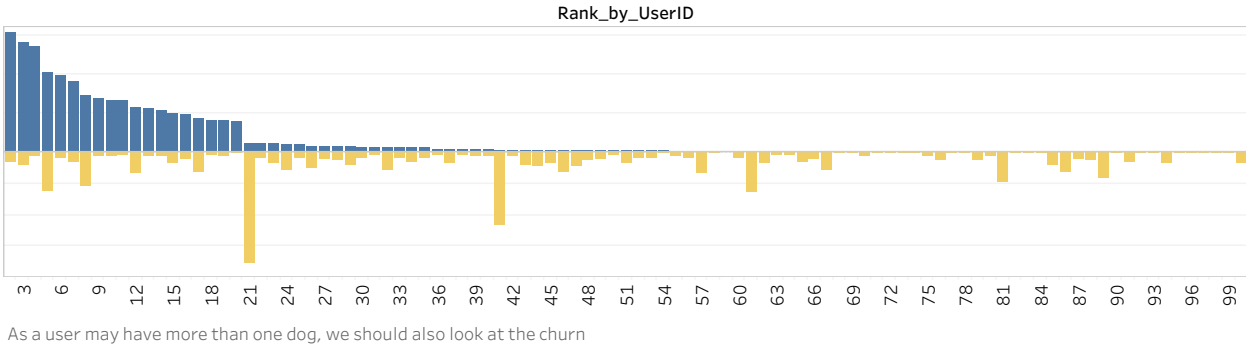
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Tests Completed per Dog



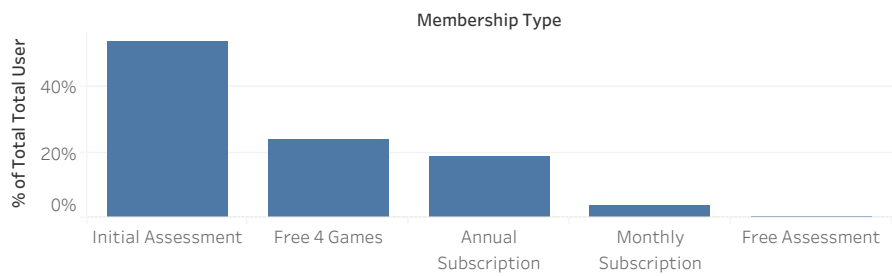
Tests Completed per User



# Let Practice Makes Perfect: Customer Analytics for Dognition

When and where are our users testing?	How many tests have users completed?	Who have completed most tests?	What are the most popular tests?	How long have users stayed with us?
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Number of Users by Subscription Type

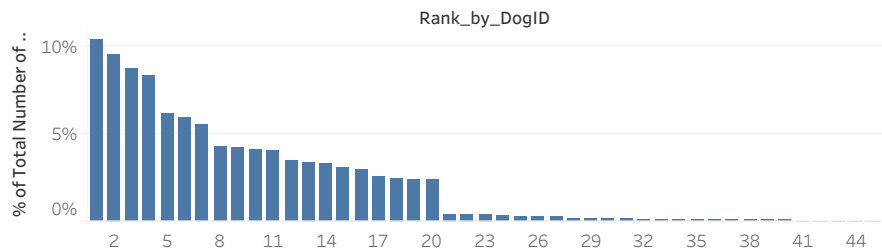


Half of customers subscribe for Dognition’s flagship **assessment** - which should be the marketing campaign highlight.

The most loyal customers are **monthly and annual subscribers**. Within this loyal customer group, annual subscribers complete slightly less tests than monthly subscribers. Several reminders could be sent out to annual subscribers to bring them back to the tests (which lead to effectiveness!)

Interactive dashboard instruction:  
Click on the membership type to see the chur..

Churn Analysis by Subscription Type

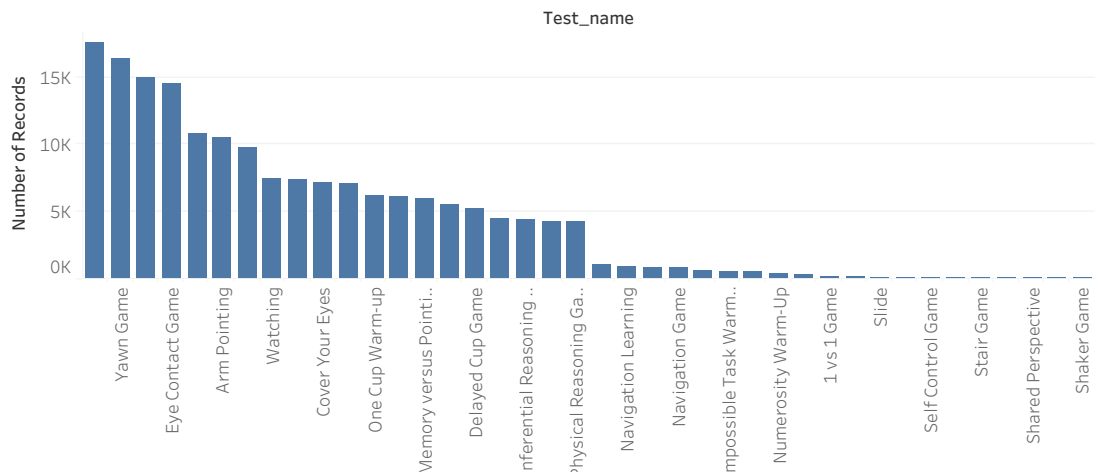


Users joining with **freemium** quit quickly, especially with the **free assessment**. Dognition should reconsider this option, or consider adding additional setting to encourage them to complete more tests...

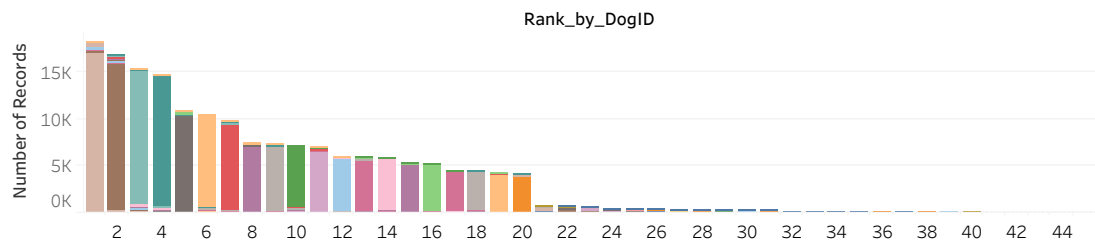
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Test Records by Test



Churn Analysis by Test



From the graphs, the assumption has been proven that most users follow the suggested sequence of test-setting. Given that

# Let Practice Makes Perfect: Customer Analytics for Dognition

When and where are our users testing?

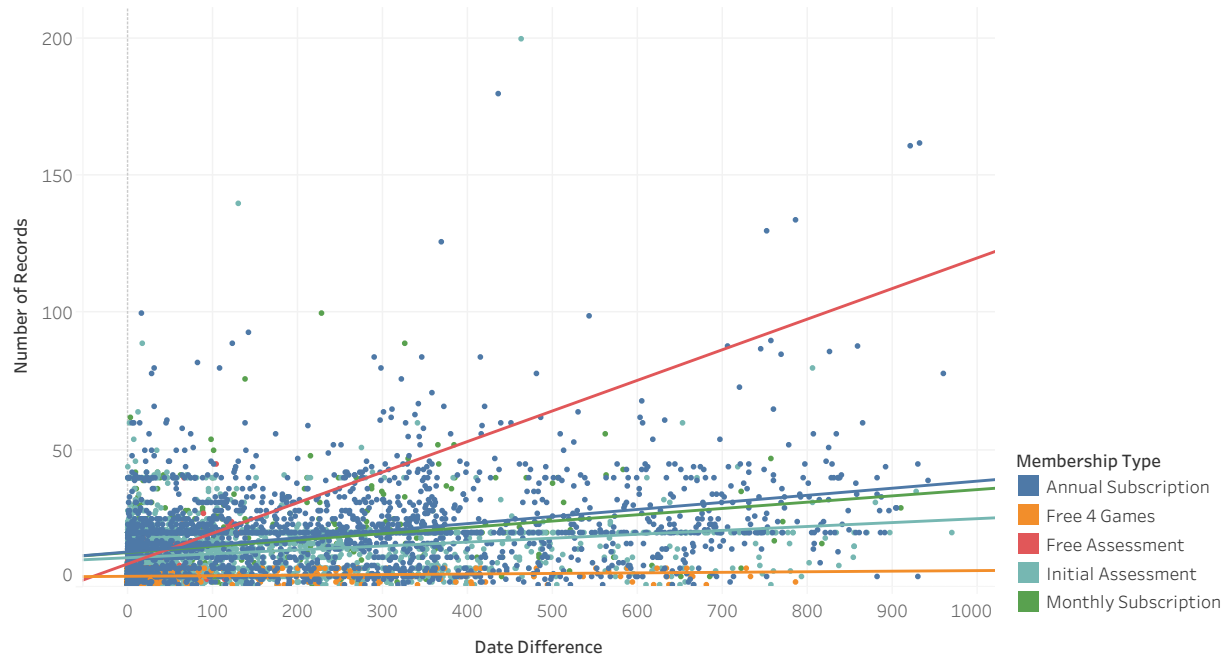
How many tests have users completed?

Who have completed most tests?

What are the most popular tests?

How long have users stayed with us?

## Excited User vs Long-term User



For some products, users tend to have an intensive usage after purchase and then quit quickly; while for others, customers use it less frequently in a short time but more regularly in a long time. The usage pattern determines the rationale of monetarization: which source is more sustainable? One-time purchase or monthly/annual subscription? The last visualization addresses this question for Dognition.