Dognition case study

Recommendations for increasing tests completion rate

Data Visualization and Communication with Tableau
Duke University
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The problem

The current completion rate for total 20 tests: 23%

SMART rec.

Determine the website changes that will most efficiently increase the number of tests user completed by X% on a month-to-month basis compared to the same month last year

DV 1: Total tests completed (sum)
DV 2: total tests completed per user
DV 3: average tests completed per user

Do specific behaviors disproportionately contribute to # of completed tests?

Do specific demographics disproportionately contribute to # of completed tests?

Does marketing/notification help increase # of completed tests? If so, what's the most effective way of doing it?

Longer time spent on site?

Free start user?

Membership type?

Country/city?

breed?

Dog age?

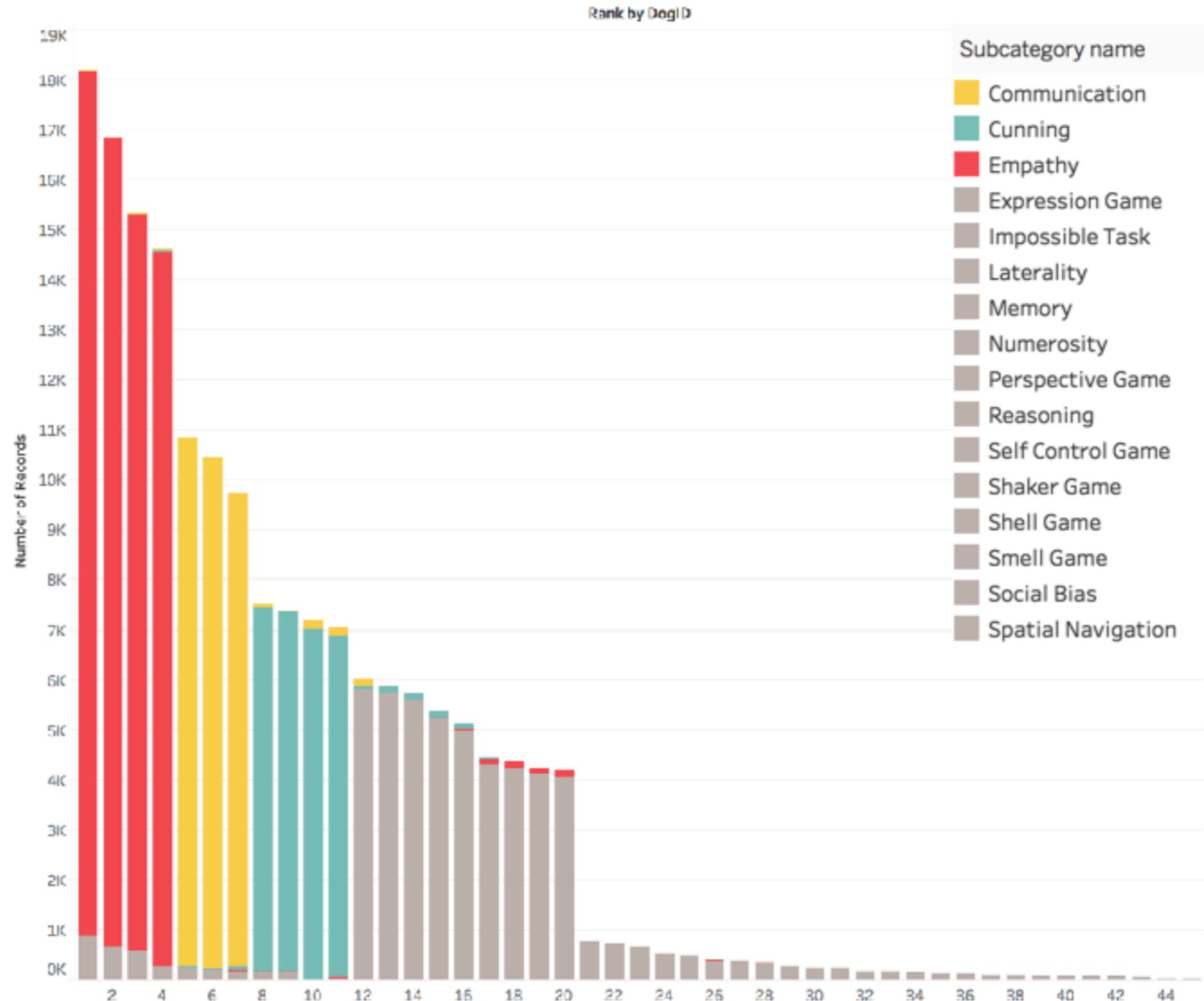Golden Marketing Time?

Target audience?

The recommended solution

- **Recommendation 1:** adding hooks in between games to help user start the next game (e.g. "start the next game in three days to earn $20 credit to the account", "start the next game to unlock XYZ report/fun quizzes for your dog")

- **Recommendation 2:** A/B testing the effectiveness of marketing/notification in the "dognition golden marketing time"

- **Recommendation 3:** encourage for subscription

# Recommendation 1: adding hooks in between games to help user start the next game

1.
More people stop completing tests **after one game** is over, rather than within the game

2.
The highest drop-off rate happens after the eye-contact game **(first subcategory)**

Rank by DogID

Subcategory name
- Communication
- Cunning
- Empathy
- Expression Game
- Impossible Task
- Laterality
- Memory
- Numerosity
- Perspective Game
- Reasoning
- Self Control Game
- Shaker Game
- Shell Game
- Smell Game
- Social Bias
- Spatial Navigation

Recommendation 2: marketing/notification in the "Dognition golden marketing time"

1.
Sunday is the peak time of usage

2.
**Weekend** has higher participation rate than weekdays

Created at

Weekday of Created at: **Sunday**
Number of Records: **30,548**
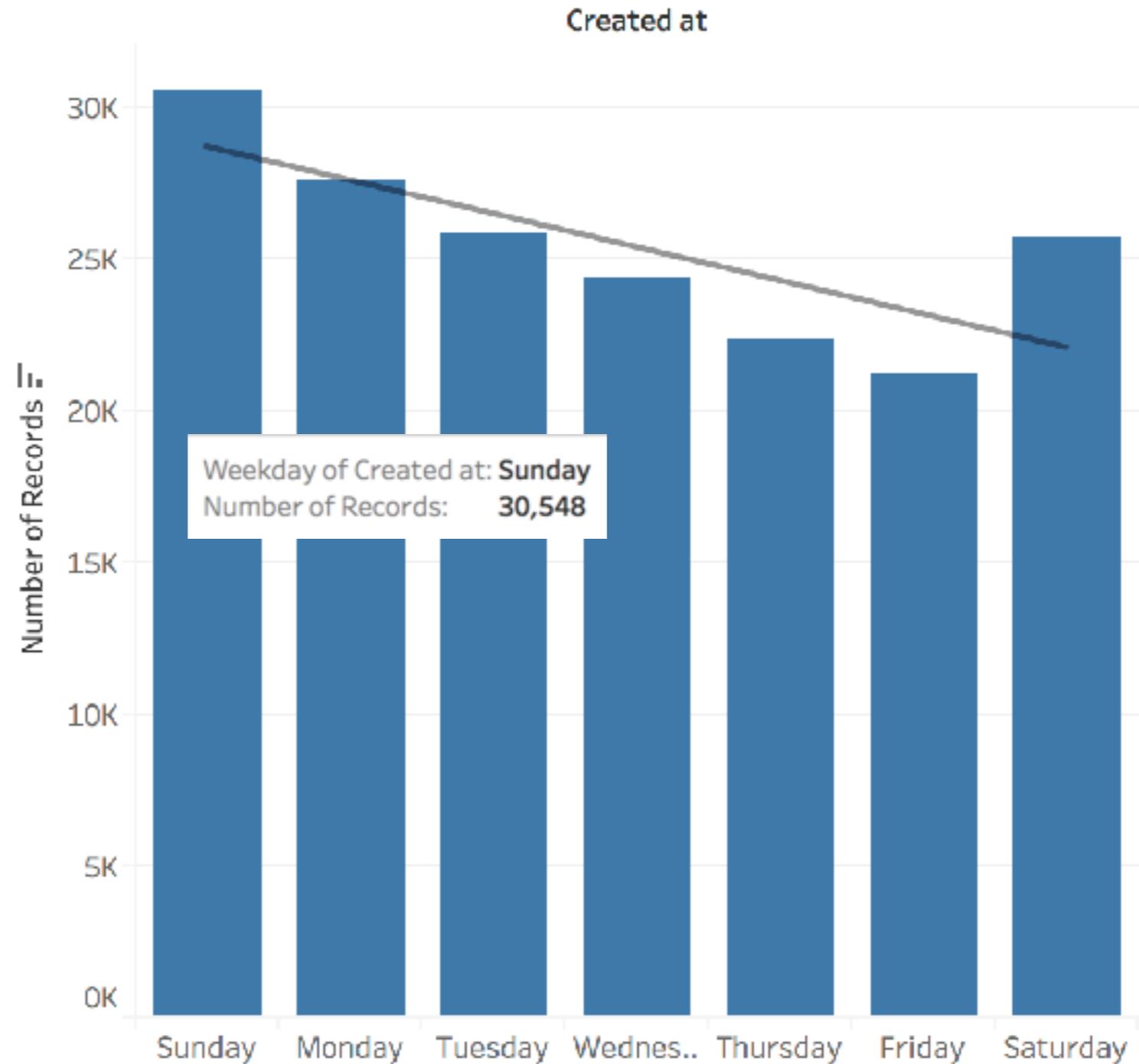
Recommendation 2: marketing/notification in the "Dognition golden marketing time"

3.

7pm has the highest completion rate

4.

Marketing/ notifications will reach the majority of audience if it's done during **6pm-8pm**

5. The second optimal marketing/ notification period is **3pm-5pm**
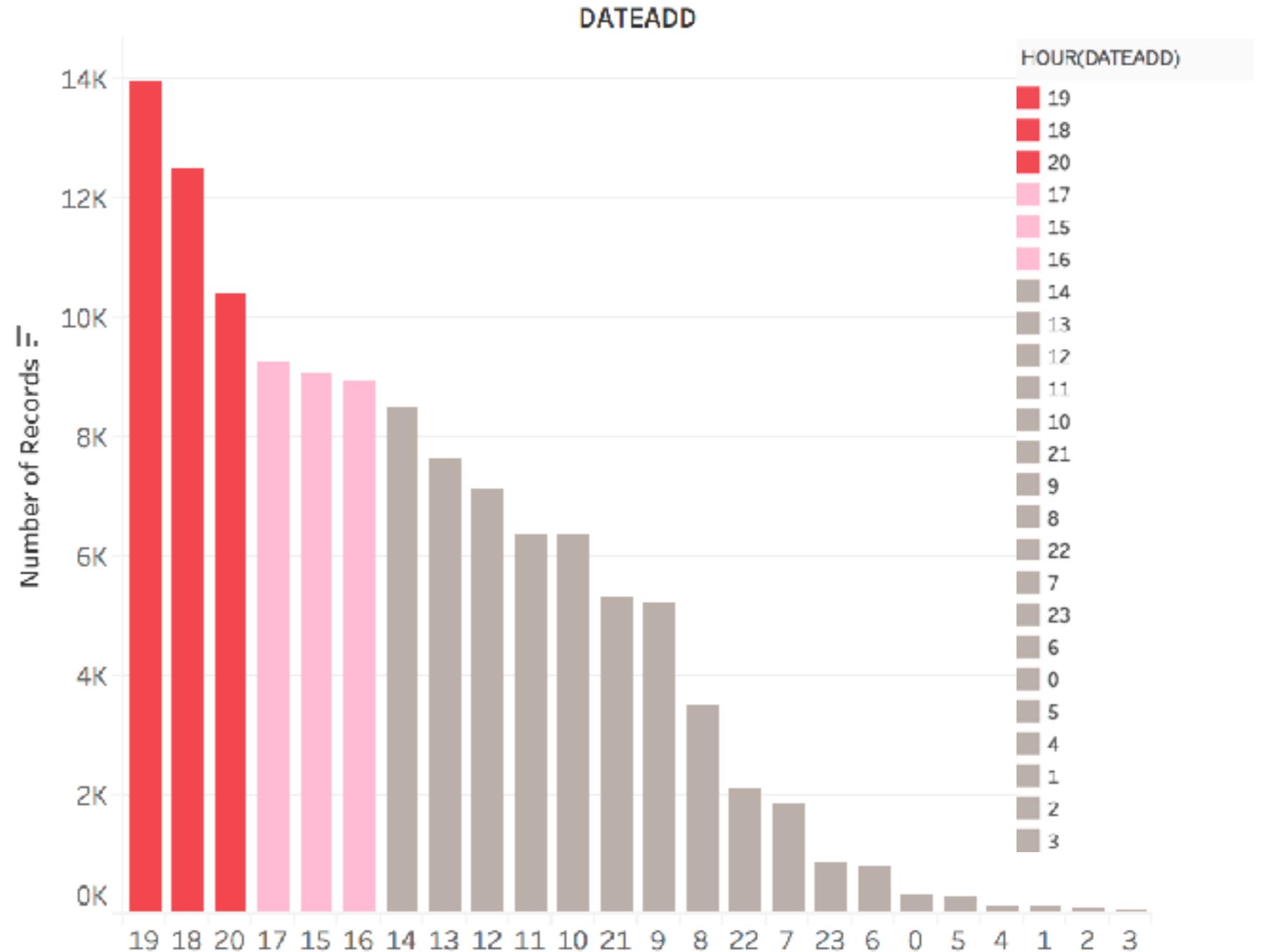
Recommendation 3: encourage subscription

1.
Subscribers make up the majority of loyal users/ active users (83.18%)

2. **Initial 20 tests** subscribers are the majority of all the subscribers, and they contributed **the most tests result**, followed by annual subscribers and free start users.
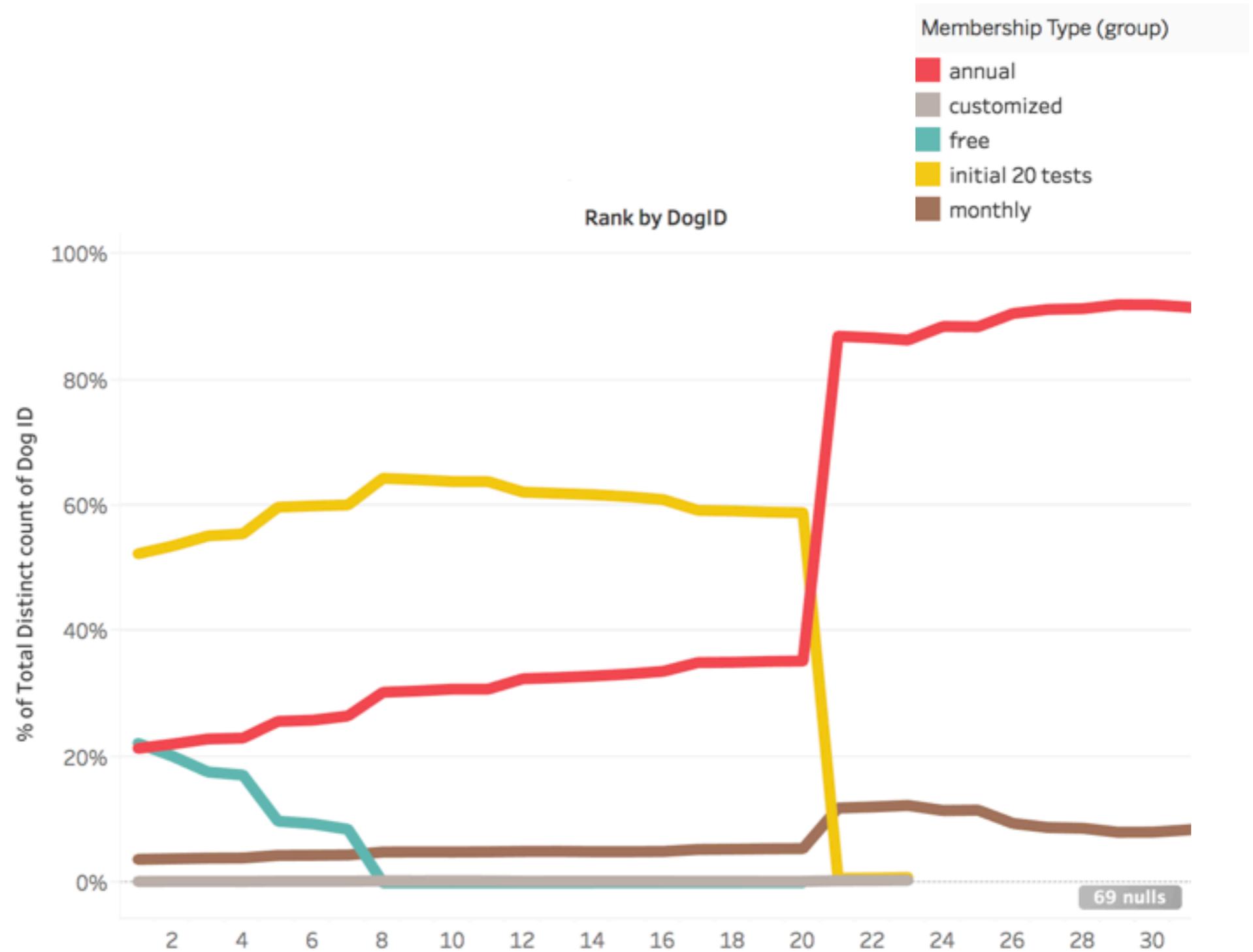

Rank by DogID

Membership Type (group)
- annual
- customized
- free
- initial 20 tests
- monthly
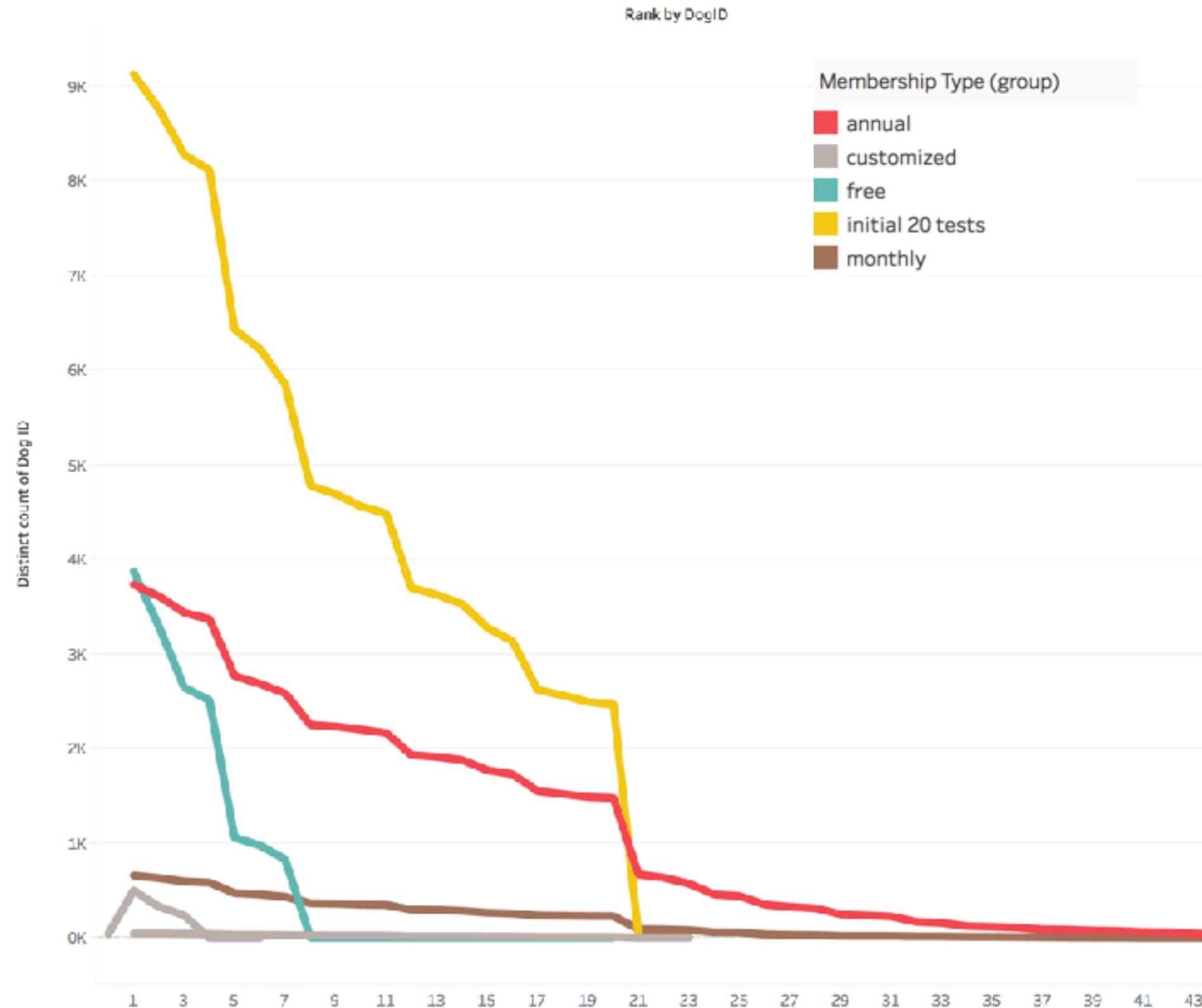
Recommendation 3: encourage subscription

3. **Annual** subscribers are more loyal and contributed the most in the long term (after 20 tests)

4. The type of subscription that contributed most to the completion rate: **Annual users** and **initial 20 tests** users.

SMART rec.

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website changes that
will most efficiently increase the
number of tests user completed
by ?% on a month-to-month basis
compared to the same month last year

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behaviors
disproportionately
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**Membership
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Dog age?

**Golden
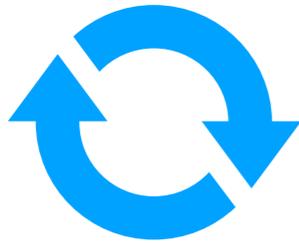Marketing
Time?**

Target
audience?

In sum

Factors that contribute to completion rate

- **promo/incentive in between games**

- **marketing/notification and its timing**

- **Subscription**

Factors that don't contribute to completion rate

- free start users

- No significant correlation between completion rate and geographical location/ dog breed/ registration time
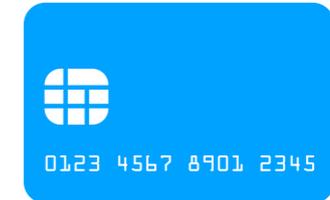
The next step

adding hooks in between games to help user start the next game

(e.g. "start the next game in three days to earn $20 credit to the account", "start the next game to unlock XYZ report/fun quizzes for your dog")
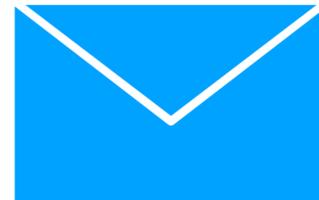
A/B testing the effectiveness of marketing/notification in the "dognition golden marketing time"

Sunday/ weekend
6pm-8pm || peak: 7pm

Encourage for subscription

Annual subscription
& initial 20 tests
subscription