

Paid-Plan Students			
Paid_Q4_2021		Paid_Q4_2022	
Mean	332.502508	Mean	368.3547
Standard Error	8.292344684	Standard Error	8.34807
Median	133.43	Median	131.805
Mode	0.05	Mode	0.05
Standard Deviation	485.8634701	Standard Deviation	596.4052
Sample Variance	236063.3116	Sample Variance	355699.1
Kurtosis	6.190947087	Kurtosis	10.06042
Skewness	2.371208961	Skewness	2.918294
Range	2973.62	Range	4110.12
Minimum	0.05	Minimum	0.05
Maximum	2973.67	Maximum	4110.17
Sum	1141481.11	Sum	1880082
Count	3433	Count	5104
Confidence Level(95.0%)	16.25843076	Confidence Level(95.0%)	16.3658

METRICS			
Mean	332.502508	Mean	540.9397
Standard Deviation	485.8634701	Standard Deviation	661.6518
Count	3433	Count	3433
Confidence Level(95.0%)	16.25843076	Confidence Level(95.0%)	22.14083

Statistical Interpretation (Paid Plan)	
1. Engagement increased significantly from 2021 to 2022.	
2. The average student watched ~208 minutes more in Q4 2022.	
3. Higher standard deviation and margin of error in 2022 suggest wider variation in how long students are engaging (i.e., some watched a lot more, others maybe not as much).	
4. Confidence intervals do not overlap, indicating a statistically significant increase in engagement.	

UnPaid or Free Plan Students			
UnPaid_Q4_2021		UnPaid_Q4_2022	
Mean	133.9333129	Mean	69.14765544
Standard Error	2.047595853	Standard Error	0.735906464
Median	16.92	Median	3.4
Mode	1.2	Mode	0.05
Standard Deviation	367.2624454	Standard Deviation	255.6234424
Sample Variance	134881.7038	Sample Variance	65343.34428
Kurtosis	39.67316669	Kurtosis	149.6382068
Skewness	5.546215878	Skewness	10.0283877
Range	4716.63	Range	6338.02
Minimum	0.05	Minimum	0.05
Maximum	4716.68	Maximum	6338.07
Sum	4308768.61	Sum	8343217.81
Count	32171	Count	120658
Confidence Level(95.0%)	4.013365126	Confidence Level(95.0%)	1.442364635

METRICS			
Mean	133.9333129	Mean	69.14765544
Standard Deviation	367.2624454	Standard Deviation	255.6234424
Count	32171	Count	120658
Confidence Level(95.0%)	4.013365126	Confidence Level(95.0%)	1.442364635

Statistical Interpretation (Unaid Plan)	
1. Engagement decreased significantly from Q4 2021 to Q4 2022.	
2. Average minutes dropped by ~65 minutes.	
3. Confidence intervals do not overlap, showing a statistically significant decline in engagement.	