

Digital Analyst (CRO) - Challenge - Part 2

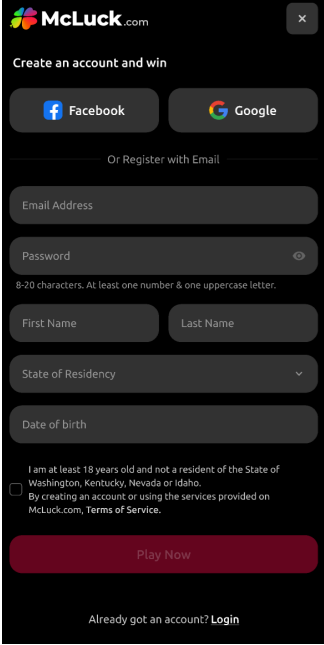
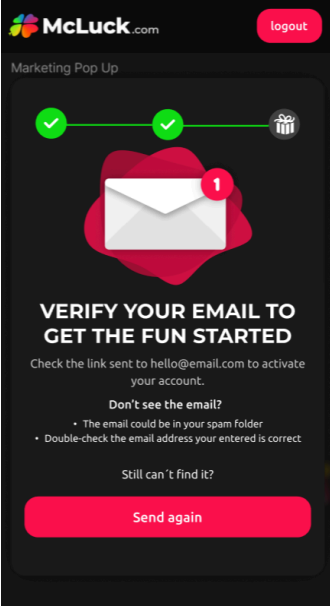
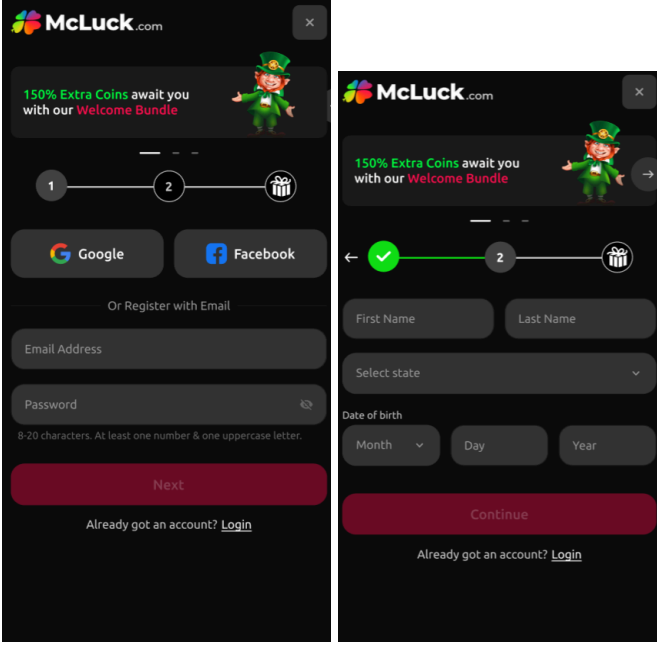
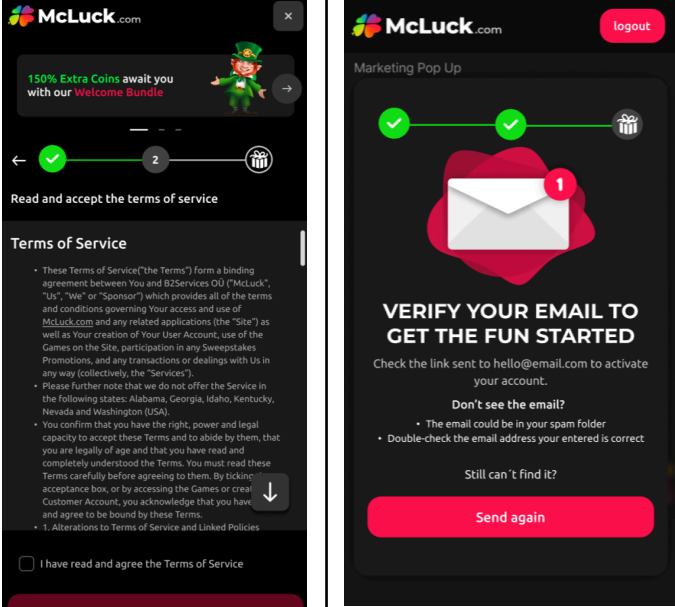
Description:

Product owner wants to improve the registration journey for the mcluck.com users. He has an idea that splitting the manual sign up form from 1 step to 3 steps will improve the sign up conversion rate. He is also interested in the impact of this change on the purchasing behaviour (first purchase).

Deliverables:

Prepare the experiment summary, which can take the form of a dashboard or slides. Analysis may be conducted in the environment of **your** choice - for example: Google BigQuery Sandbox, Looker Studio. Please include the link(s)/file(s) containing the utilised code/dashboard (editor access).

Share the report and required attachments via email to paula.j@patrianna.com up to 24h before the scheduled 2nd stage interview.

Original		Multistep	
mcluck.com/register	mcluck.com/confirm_email	mcluck.com/register	mcluck.com/confirm_email
			

Data: (This is the same set of tables as in the 1st part of the challenge):

Table one - decisions

source: Optimizely export

- experiment_id - unique experiment ID
 - set to NULL if the user is evaluated for the experiment and fails the audience condition
- variation_id - unique variation ID
 - set to NULL if the user is evaluated for the experiment and fails the audience condition
 - 25991400310 - original
 - 25974540423 - multistep
- visitor_id - hashed visitor id
- session_id - hashed session id
- date - creation date of data
- timestamp - decision timestamp in milliseconds (in UTC)
- user_agent - user-agent

Table two - conversions

source: Optimizely export

- experiment_id - unique experiment ID
 - set to NULL if the user is evaluated for the experiment and fails the audience condition
- variation_id - unique variation ID
 - set to NULL if the user is evaluated for the experiment and fails the audience condition
 - 25991400310 - original
 - 25974540423 - multistep
- visitor_id - hashed visitor id
- session_id - hashed session id
- user_account_id - hashed user account id
- date - creation date of data
- timestamp - conversion timestamp in milliseconds (in UTC)
- event_type - event type (click, pageview, custom, or client_activation)
- event_name - Friendly event name
 - 25145940571_register_page_and_confirm - page view of mcluck.com/register or mcluck.com/confirm_email
 - signUp - fires when user clicks “Play Now” button (before email confirmation)

Table three - account_details

source: transactional database

- account_id - hashed user account id
 - (account_details.account_id=conversions.user_account_id)
- sign_up_timestamp - account creation timestamp
- first_purchase_timestamp - first purchase timestamp
- sign_up_method - registration method: manual (through our form) or using 3rd party account (e.g. google, facebook)
- first_purchase_value - total first purchase value