# Mobile vs. Desktop

### What problems are you solving?

* Do mobile clicks or desktop clicks result in higher FY15/16 giving?
* Has there been an shift towards more opens in mobile? If so, has it lead to a decline in the giving participation rate?
* Date variable is not yet workable

### What variables do you need?

* Mill\_id (constituent\_id): unique identifier
* Desktop
* Mobile
* FY15 Cash
* FY16 Cash
* Campaign
* Encoded the opt-out dummies to numeric
* Date - needs to be split and transformed

### What methods do you need?

* Many to 1 (m:1) merge by Mill\_id (constituent\_id)
* Drop FY15\_Cash and FY16\_Cash in top 5%

### What technologies do you need?

* Stata, possibly R or Tableau

### How will you present your findings?

* Tableau, Stata outputs – possibly PowerPoint or R

### Merging Dataset

* Changed the name of mill\_id to constituent\_id,
* Merged the giving data set into a 5% sample of the summary data set.
* Dropped any observations with a FY16 or FY15 give above the 95th percentile

### How Many Emails Opened on Mobile vs. Desktop?

A cross tabulation of the variables **“email\_open”** and **“desktop”** using the 5% sample of the summary dataset shows:

* 72.3 % of emails went unopened. The 27.7% breaks out as:
* 14.1% were opened only on mobile
* 13.3% were opened only on desktop

### How Many Donations Were Clicked in Mobile vs Desktop?

A cross tabulation of variables **“mobile”** and **“click”** using the 5% sample of the summary dataset shows:

* 2.58% of all emails were “clicked”. Of those clicked:
  + 53.2% were on desktop
  + 45.7% were on mobile

### Are we sending more mobile emails, and are they opened ay a greater or lesser rate than desktop emails?