

# Will offering a feature-by-feature comparison table encourage customers to opt for the premium plan?

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## 1. Executive Summary

## 2. Experimental Design

## 3. Descriptive Statistical Analysis

Number of observations in treated set: 286

Number of observations in untreated set: 279

Table 1: Mann-Whitney Test Results (Non-Parametric equivalent of independent samples t-test)

parameter	pvalue	Are the groups same?
phoneOS	0.016	FALSE
gender	0.148	TRUE
income	0.150	TRUE
age	0.482	TRUE
noWifiHrs	0.591	TRUE
streamingService	0.820	TRUE
profWorker	0.847	TRUE
monthExpense	0.854	TRUE

## 4. Regressions

## 5. Results

## 6. Conclusion