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: 55

Number of observations in untreated set: 38

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

parameter	pvalue	Are the groups same?
phoneOS	0.027	FALSE
income	0.163	TRUE
age	0.186	TRUE
profWorker	0.353	TRUE
gender	0.547	TRUE
streamingService	0.654	TRUE
noWifiHrs	0.670	TRUE
monthExpense	0.938	TRUE

4. Regressions

5. Results

6. Conclusion