Data Science 808W Assignment 1(d) Writeup

1. The Impressions vary from 0-20, with median impressions = 5 and mean impressions = 5.007.
2. The age of all the users vary from 0-108 with median age = 31 and mean age = 29.48.
3. The number of female users is greater than the number of male users.
4. The members who have an account are more frequent users than the non-members.
5. The plot for Impressions vs CTR for all age groups show that number of impressions and CTR have an inverse relationship for day1.
6. The boxplot of Impressions show that Females have higher median impressions than males.
7. Females have higher clicks than males for day1.
8. The median age of males who visited the site is higher than median age of females who visit the site.
9. The mean CTR for females is higher (almost double) than mean CTR for males.
10. The number of people in no\_clicks category is highest followed by Least\_Clicks, Low\_Clicks, Medium\_Clicks and Highest\_Clicks.
11. The number of people in age group 35-44 is highest followed by 45-54, 25-34, 55-64, 18-24, 65+ and <18.
12. Non-members have lesser number of clicks than members.
13. Non-members have lesser number of impressions than members.

Analysis across 7 days

1. For all the 7 days, members have lesser mean clicks than non-members.
2. For all the 7 days, members have lesser mean CTR than non-members.
3. For all the 7 days, members and non-members have approximately same mean impressions.