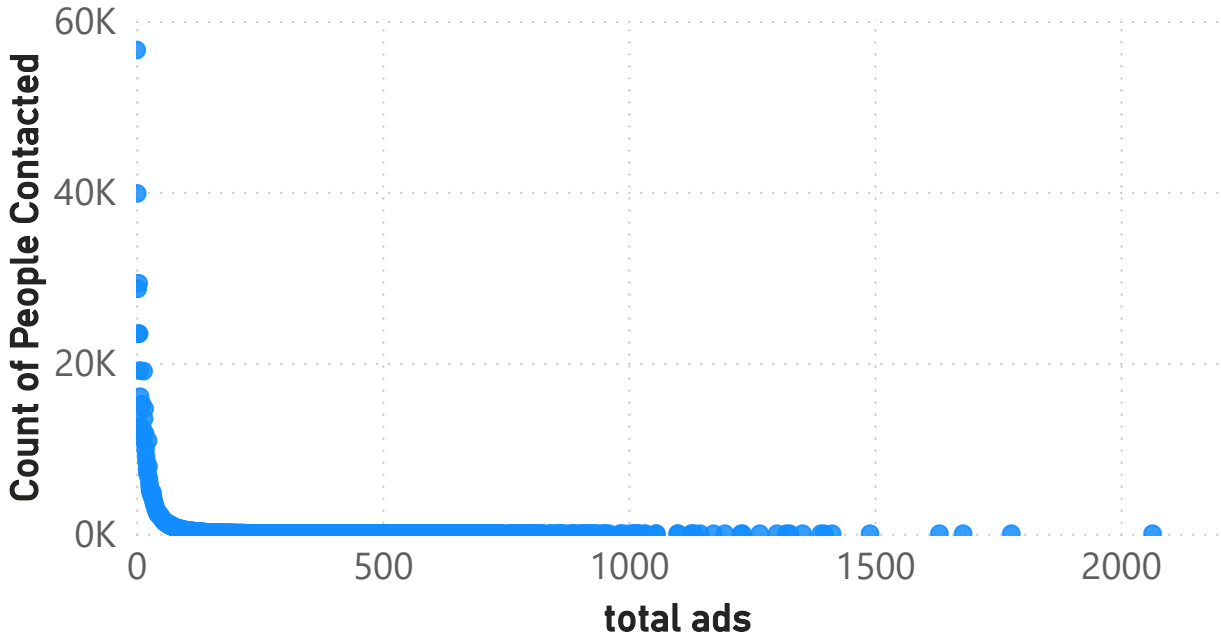


test group	conversion_rate	contingency_table	grand_median_conversion_rate	p_value	pearsons_chi_squared_statistic
ad	2.55%	0 [6 1]	2.15%	0.03	4.57
psa	1.79%	1 [1 6]	2.15%	0.03	4.57
Total	2.52%				

A Mood's Median Test was conducted on the conversion rate data from the A/B Test, where average daily rates (Sunday-Saturday) were compared between test groups.

The p-value signifies that there is a statistically significant difference between the groups - namely, that showing people the **ad** as opposed to the **psa** lead to an increase in conversion rate.

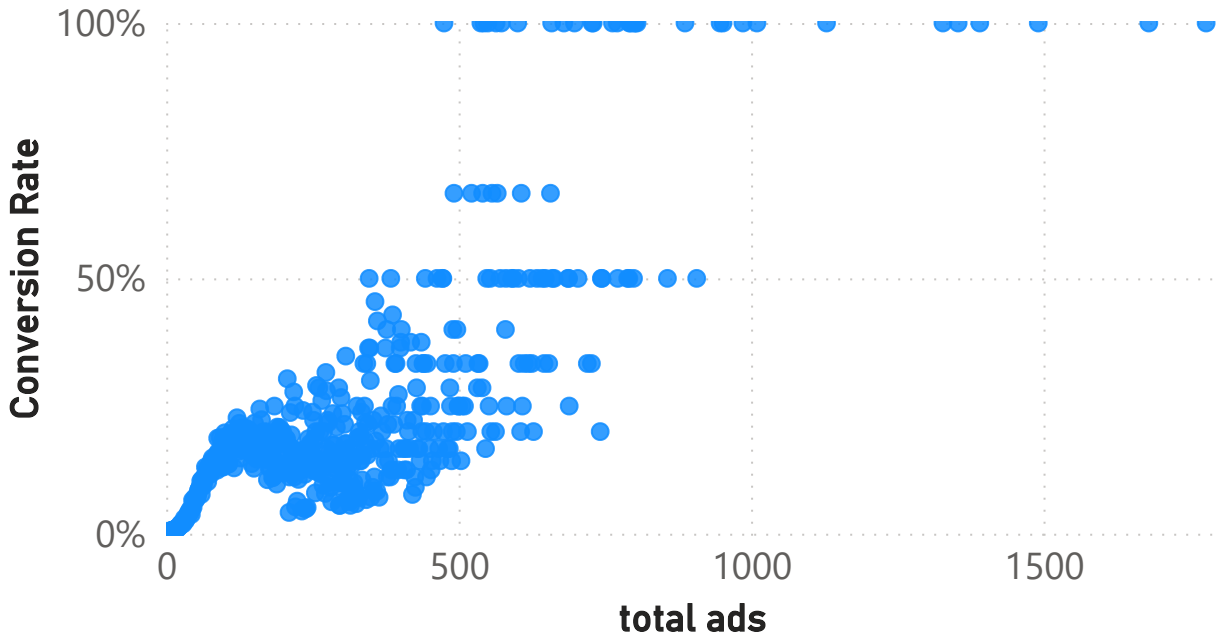
Count of People Contacted by total ads



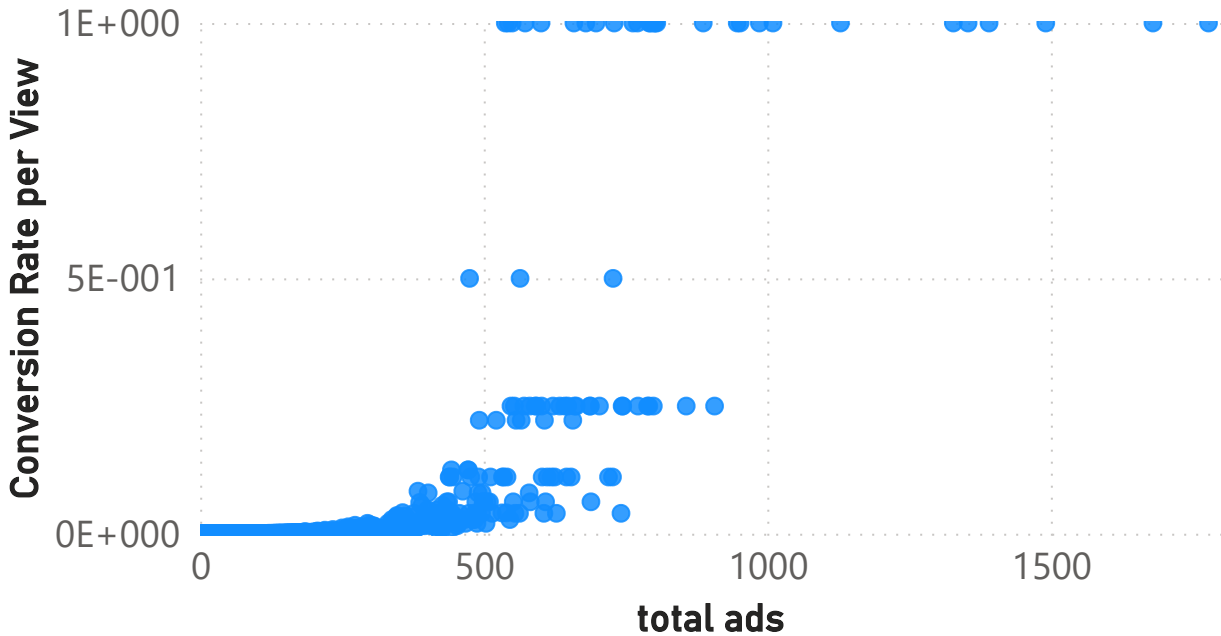
The count of people contacted vs the number of ads seen by person has a negative correlation.

The overall conversion rate & conversion rate per view have a positive correlation with the number of ads seen.

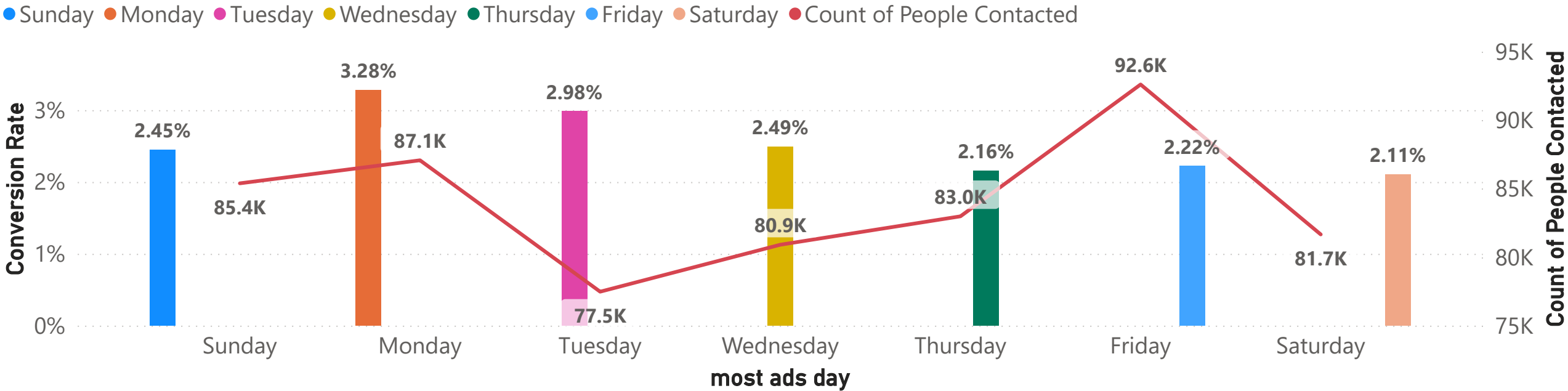
Conversion Rate by total ads



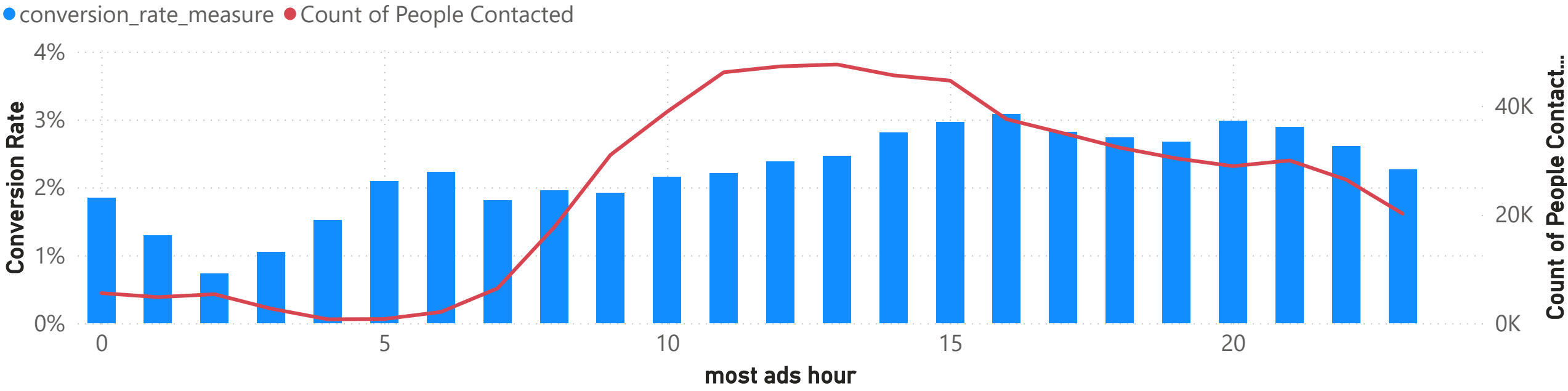
Conversion Rate per View by total ads



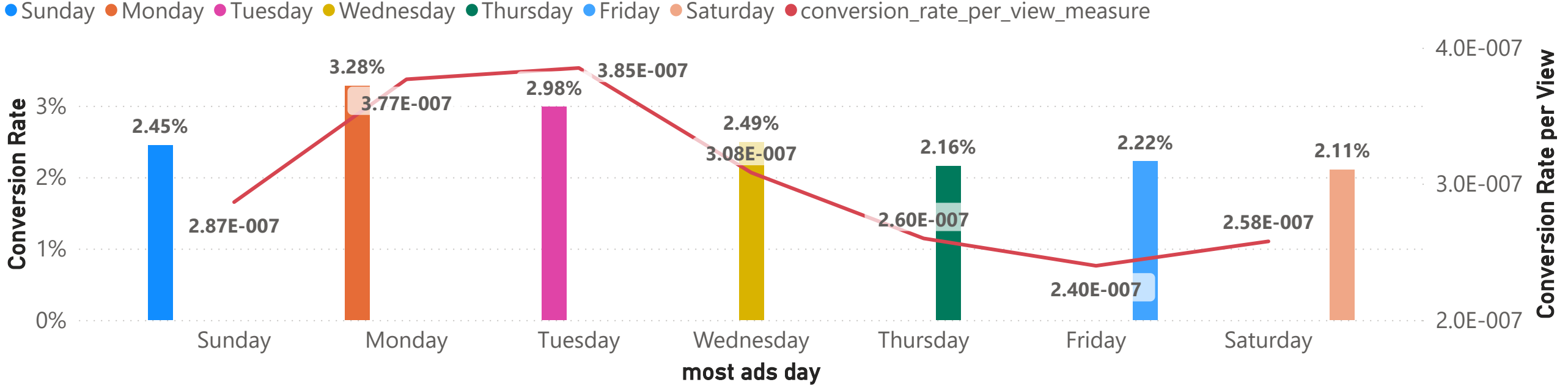
Conversion Rate based on Ads Most-Seen Day



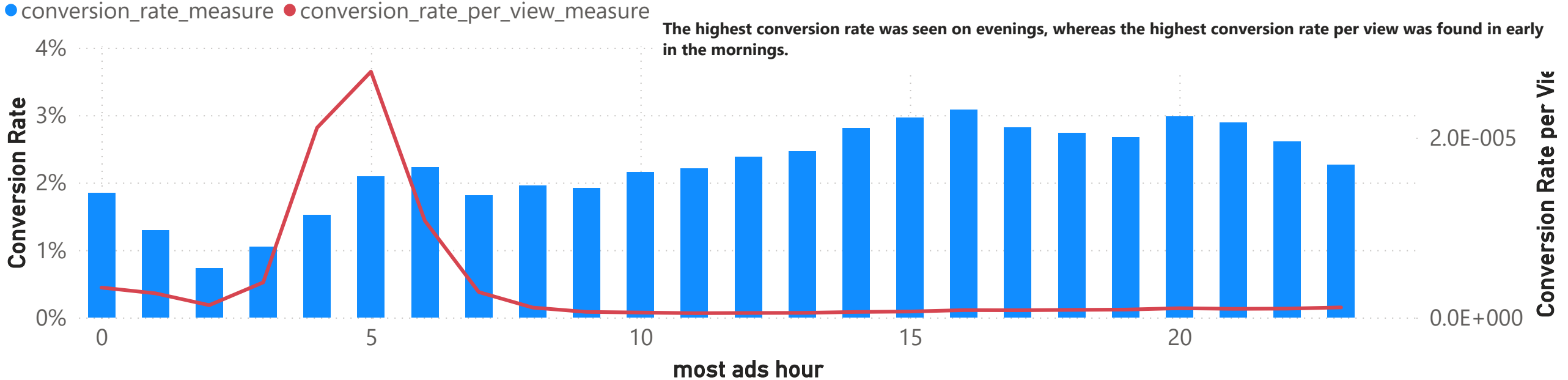
Conversion Rate based on Ads Most-Seen Hour



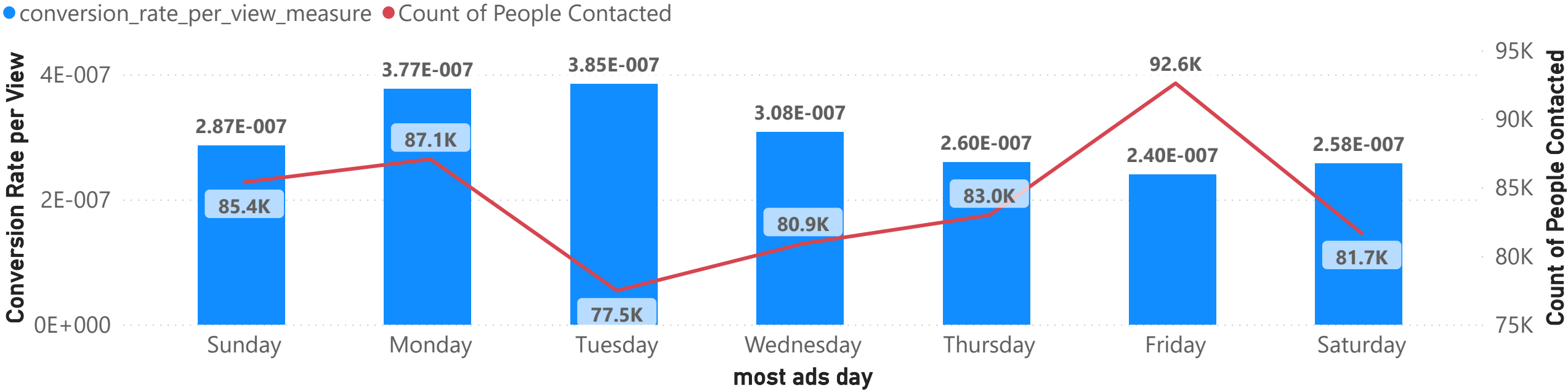
Conversion Rate based on Ads Most-Seen Day



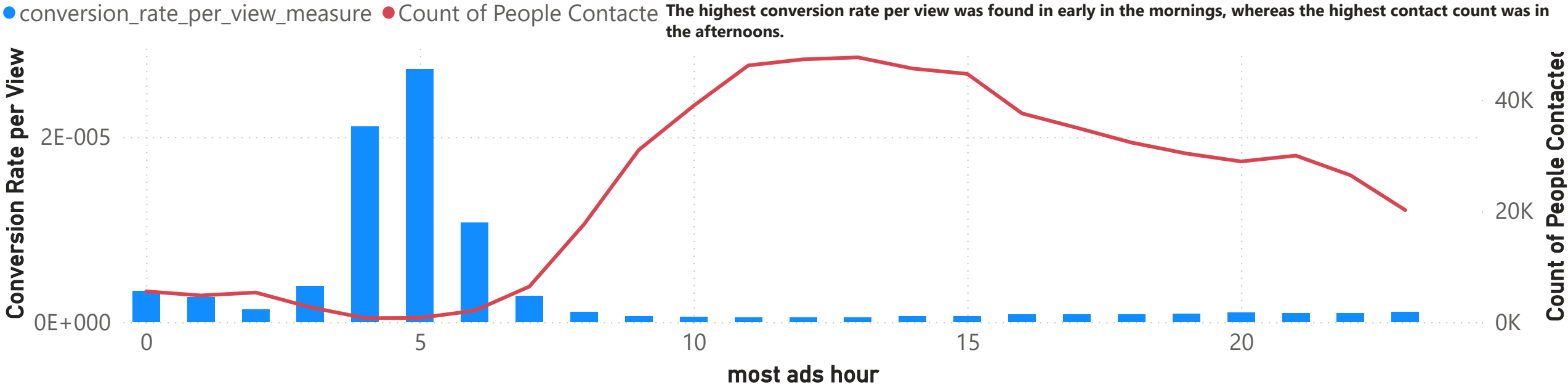
Conversion Rate based on Ads Most-Seen Hour



Conversion Rate based on Ads Most-Seen Day

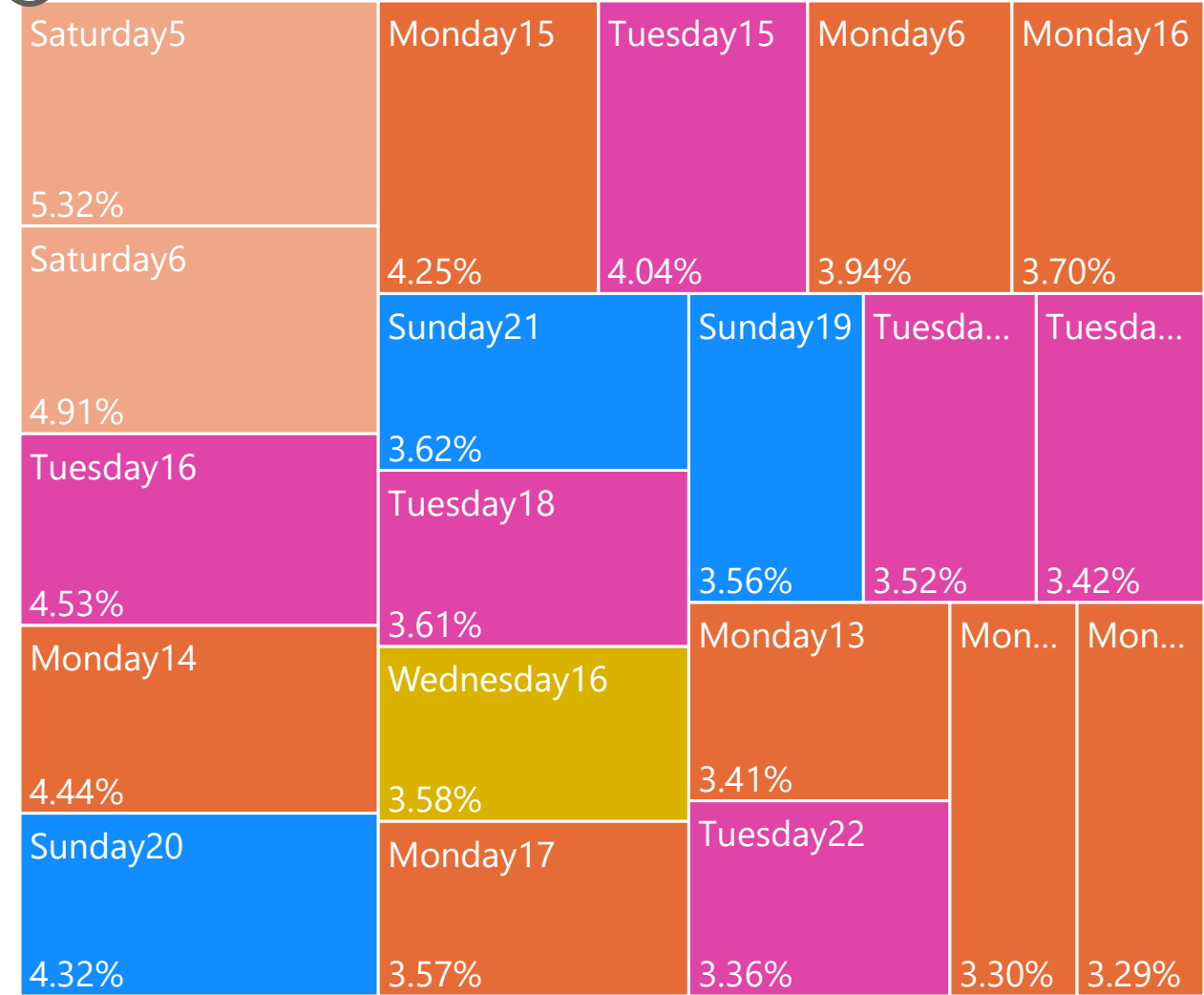


Conversion Rate based on Ads Most-Seen Hour

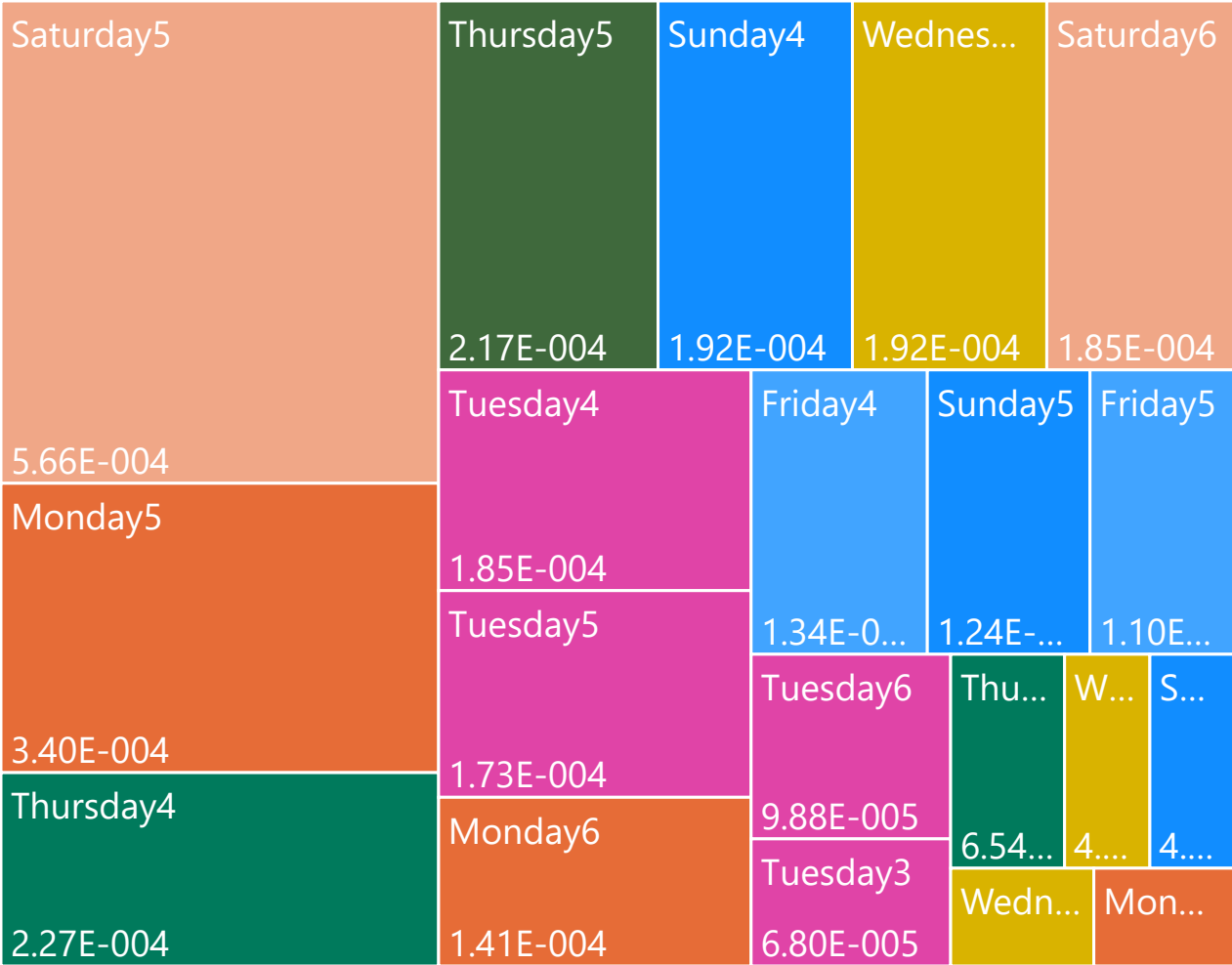




conversion_rate by most_ads_day_hour



conversion_rate_per_view_measure by most_ads_day_hour



The highest conversion rates are obtained 5 AM - 6 AM on Saturdays, 2 PM - 6 PM on Tuesdays, or 12 PM - 4 PM on Mondays.

The highest conversion rates per view are obtained early in the mornings on every day of the week.

Target ads to timeslots with the highest conversion rate per view if ads cost money. Otherwise, target ads to timeslots with the highest conversion rate.

References

1. <https://www.kaggle.com/datasets/faviovaz/marketing-ab-testing>