**Pricing Test**

Dataset : We have two tables.

1. test\_results which has raw data. 2 important columns are -

**test**: whether the user was in the test (i.e. 1 -> higher price) or in control (0 -> old􀀖lower

price)

**converted** : whether the user converted (i.e. 1 -> bought the software) or not (0 -> left

the site without buying it).

1. user\_table - Information about the user

**The questions:**

Company XYZ sells a software for $39. Since revenue has been flat for some time, the VP of

Product has decided to run a test increasing the price. She hopes that this would increase

revenue. In the experiment, 66% of the users have seen the old price ($39), while a random

sample of 33% users a higher price ($59).

The test has been running for some time and the VP of Product is interested in understanding

how it went and whether it would make sense to increase the price for all the users.

Especially he asked you the following questions:

1. **Should the company sell its software for $39 or $59?**
2. The VP of Product is interested in having a holistic view into user behavior, especially

focusing on actionable insights that might increase conversion rate. **What are your main**

**findings looking at the data?**