

SUMMARY

Course Project: Mobile App Efficacy

- Will the app lead to increased spending on the part of customers?

Yes. It is observed that there is significance changes in spending after adopting the app.

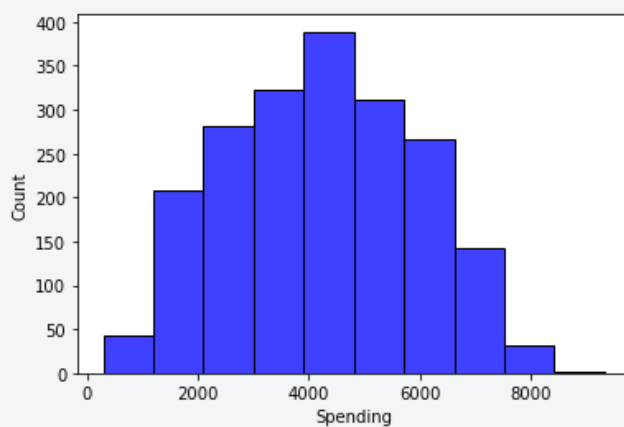


Fig. Spending Before adopting the app

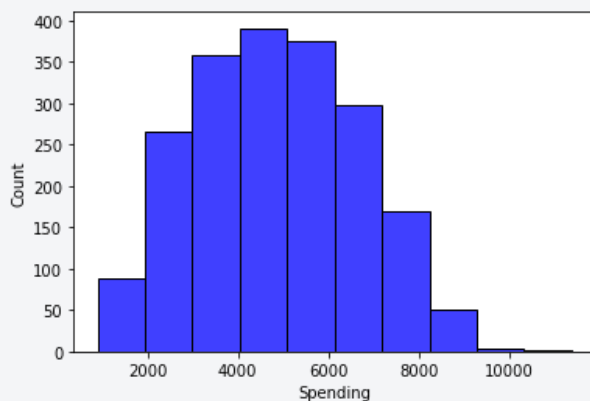


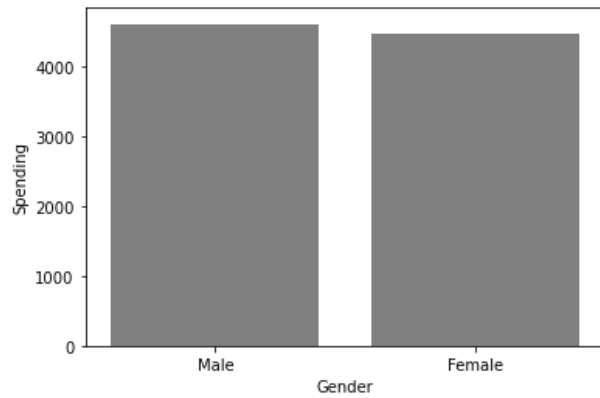
Fig. Spending after adopting the app

- How much of an increase in spending do you expect?

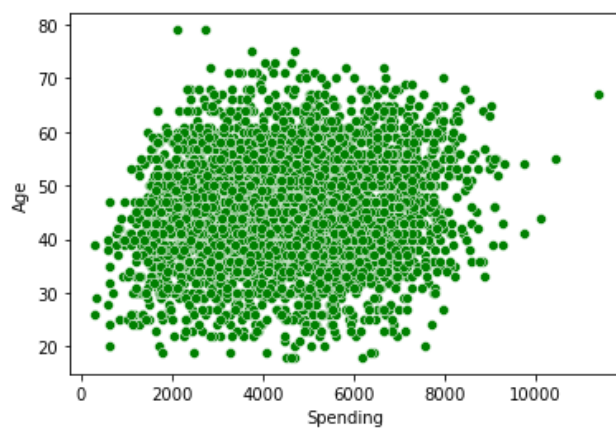
Around 40% to 50% increase in spending is expected

- Do you expect the app's effect on spending to vary by customers' characteristics?

Yes, Male spending is observed more than female



Age group from 30 to 40 have more spending than other age group



US customers have more spending than non-US customers

