1. Given the new tables, were there any issues in treatment assignment? Was the treatment effect different for different covariates?

The treatment assignment across the gender and user type seems to be balanced with equal ratios for each gender and user type between the control group and the treatment group.

The treatment’s effect was different for each of the covariates. For the gender type, though the overall active minutes on the website increased, the change was minimal across all genders with an equal increase in user engagement.

The real difference in the treatment’s effect was seen in the case of user types. There was a significant increase in user engagement that was seen for users that were contributors and readers.

1. Based on the new findings, what is your conclusion and what product recommendations would you make to the team?

The new changes have been making positive changes to the user engagement on the website and should be pushed to production. The new changes have been working well on the users that use the app more frequently- the ones who read and actively contribute to the website with their posts. The team could work on increasing the engagement of new users and the non-readers. The team could send out a survey to understand what are the features that these sections of users are interested in and try to incorporate that in the next rollout to further increase user engagement.

Plots:

The average active mins spent on the website before and after the experiment by the treatment group by user type.

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