# Product Analyst: Case Interview
Optimizing User Engagement for Client

Background:

Client is a platform that allows businesses to manage and sell tickets for various seasonal activities (such as tours, rentals, and experiences). Over 80% of bookings come from new users, and Client is always looking for ways to increase engagement and optimize conversions.

Recently, Client has introduced a "Free Cancellation" badge, designed to provide a sense of security and increase booking confidence among potential customers. However, there is some uncertainty around whether this new feature has had a significant impact on conversion rates and user engagement.
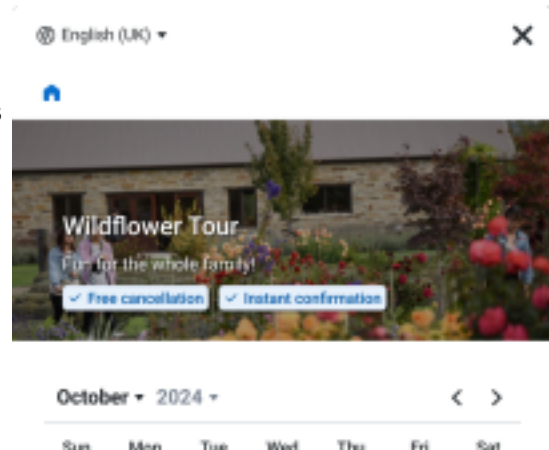
Assignment:

You have been hired as a Product Analyst to help Client assess the impact of the "Free Cancellation" badge. Your objective is to design and evaluate an A/B test to determine its effectiveness in increasing user engagement and conversions.

Key Questions:

1. **How would you set up the A/B experiment?**
   Explain the steps you would take to set up a valid A/B test for measuring the impact of the "Free Cancellation" badge on booking conversions.

2. **What are a few checks you would do to make sure the experiment is set up clearly?**
   What methods would you use to ensure that the A/B test is properly configured, and there are no biases or confounding variables affecting the results?

3. **How long will you run the experiment for?**

What factors will you consider in deciding how long the A/B test should run?

4. **How would you evaluate whether the results are positive or negative?** What metrics would you use to evaluate the success of the "Free Cancellation" badge?

Assumptions:

Assume that you have access to user behavior and booking data. For the sake of this exercise, you will use the following types of data:

1. **User Data**: Attributes such as user ID, date of visit, page viewed, device used, and whether they saw the "Free Cancellation" badge.
2. **Booking Data**: Whether or not a booking was made, the price of the activity, activity type, etc. 3. **Engagement Data**: Number of page views, time spent on the site, clicks, and interaction with the "Free Cancellation" badge.

Feel free to make assumptions about any other data points that you think are more relevant for the analysis.

This analysis should take approximately 2 hours. The recommended number of slides for the presentation is up to 5 slides, however feel free to use back-up slides if needed. For any inquiries, feel free to reach out to: <>

Here's an example of a client website: https://keywest.cruises/key-west-dinner-cruises/ You can learn more about our solutions and services offered at:<>