Cohorts observations & conclusion

2.1.

- According to the Data given, the B cohort is the clear winner.
- Despite cohorts A and C, having higher number of users in comparison to cohort B. Users in A and C cohorts have substantially lower purchases as compared to users in cohort B.
    - Cohort A has 356 users and have made total purchase of 6,931 toners over the period of 15 weeks. The Order per user rate of users in cohort A is approximately 20 toners per user
    - Cohort C has 392 users and have made total purchase of 5,469 toners over the period of 15 weeks. The order per user rate of users in cohort C is approximately 14 toners per user
    - While cohort B having the lowest number of users of 252, have purchased a total of 7,417 toners over the period of 15 weeks. Thus, showcasing an increased rate of order per user of approximately 30 toners per user
- Hence, we can draw the conclusion that cohort B has driven highest sales, making the test page shown to users in cohort B more effective and efficient in comparison to other cohorts.

2.2.

Observation 1 :

- From the line graph used to visualize the purchase analysis, we can observe a pattern in the purchasing behaviour of users in in each cohort.
- It is observed that after every 3 weeks, during the 4^{th} week there is an upsurge in sales for each cohort.
- This could be happening due to month end purchases for supply of toners for the upcoming month.

Observation 2 :

- Taking a look at each cohort individually, we notice that for cohort A there is a decrement in the start of the week followed by an increase every 4^{th} week.

- For C it shows similar pattern to A but with much lesser overall sales
- Cohort B has the opposite trend when compared to A and C, it gradually increases over the next three weeks and then every 4^{th} week there is a huge rise in sales followed by a decrement and repeats the same pattern again.
- This could be happening because, when we co-relate the graph with the cohort analysis, we observe that C and A are higher in total number compared to B.
- But when we look at their verified emails, we notice that most users have successfully verified their id for B cohorts.
- So using this data, it can be said that initially A and C are higher in sales than B because they are more in total number, but in the long run B acquires the most sales.
- This could be because of B having better user interface as compared to A and C thus getting the highest number of purchases.