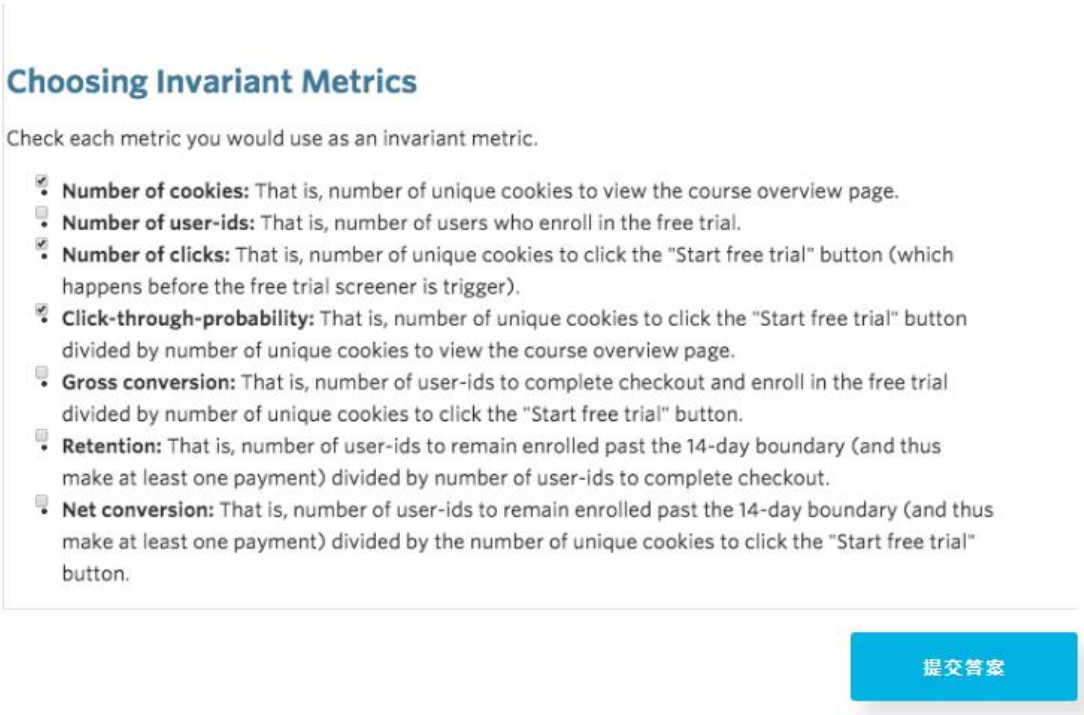
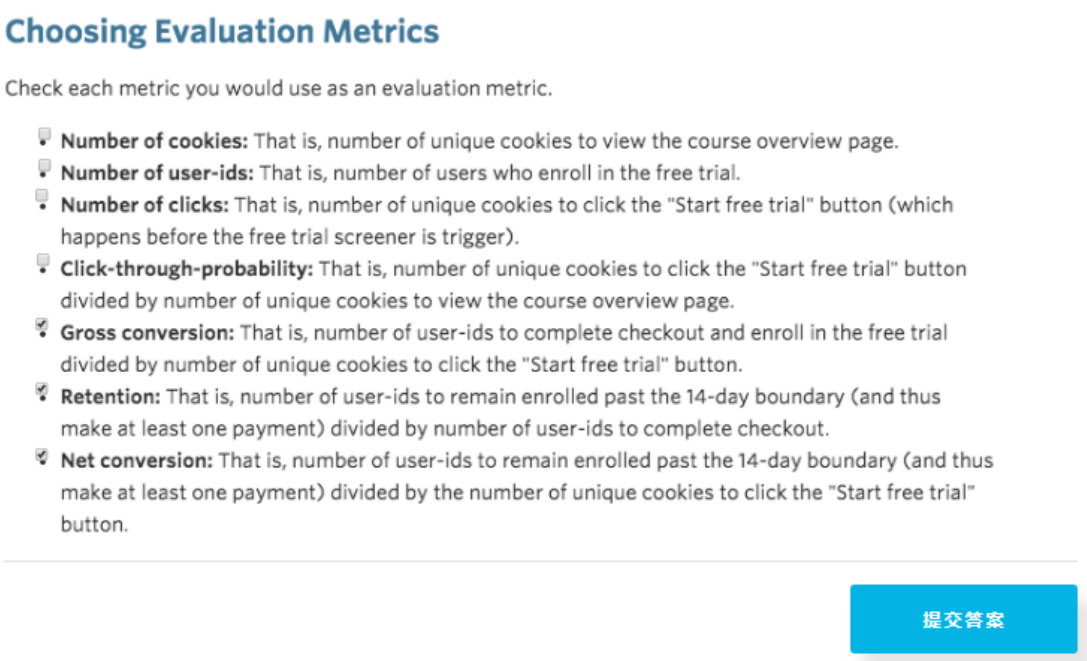
1．选择不变指标



2. 选择评估指标



3.计算标准偏差

Calculating standard deviation

For each metric you selected as an evaluation metric, make an analytic estimate of its standard deviation, given a sample size of 5000 cookies visiting the course overview page. Enter each estimate in the appropriate box to 4 decimal places.

- Number of cookies
- Number of user-ids
- Number of clicks on "Start free trial"
- Click-through-probability on "Start free trial"
- Gross conversion: 0.02023
- Retention: 0.05495
- Net conversion: 0.01560

提交答案

4.计算页面浏览量

Will you use the Bonferroni correction in your analysis phase?

- Yes
- No

Which evaluation metrics did you select?

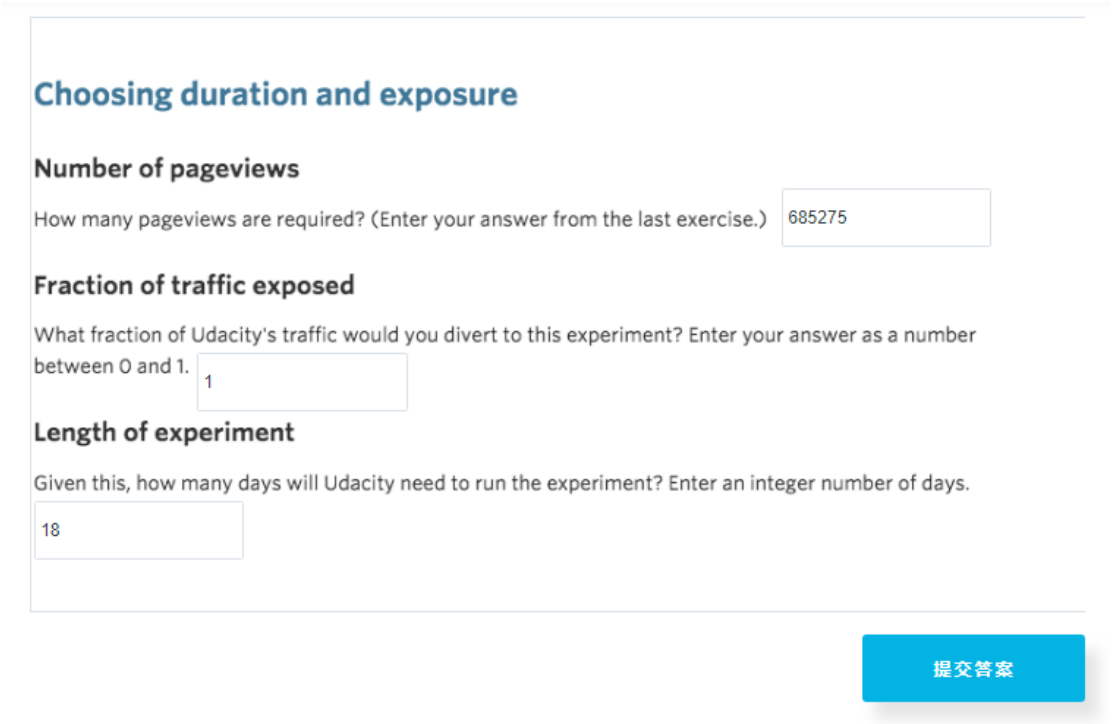
- Number of cookies
- Number of user-ids
- Number of clicks on "Start free trial"
- Click-through-probability on "Start free trial"
- Gross conversion
- Retention
- Net conversion

How many pageviews will you need?

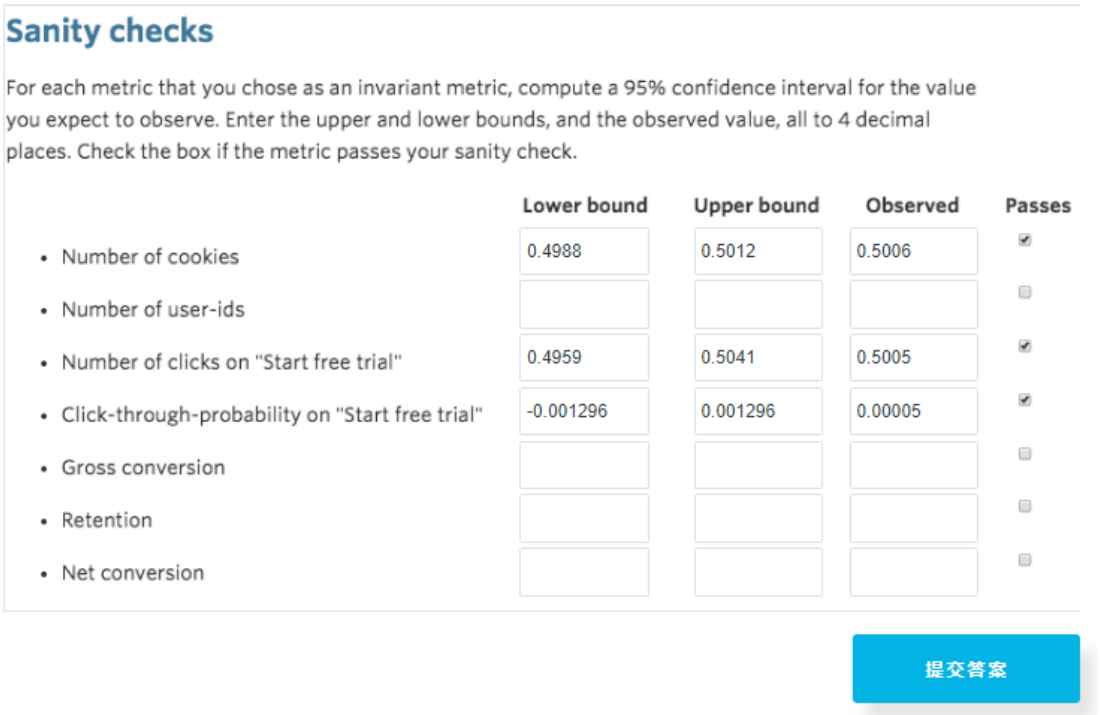
Use alpha = 0.05 and beta = 0.2. Round your answer to the nearest integer, if necessary. 685275

提交答案

5. 选择持续时间和曝光



6.完整性检查



7.有效大小检查

Effect Size Tests

For each of your evaluation metrics, compute a confidence interval around the difference.

Did you use the Bonferroni correction? ○ Yes ◉ No

	Lower bound	Upper bound	Statistical significance	Practical significance
• Number of cookies			☐	☐
• Number of user-ids			☐	☐
• Number of clicks on "Start free trial"			☐	☐
• Click-through-probability on "Start free trial"			☐	☐
• Gross conversion	-0.02912	-0.01199	☑	☑
• Retention	0.0081	0.05409	☑	☐
• Net conversion	-0.0116	0.00186	☐	☐

提交答案

8.符号检验

Sign Tests

Run a sign test on each of your evaluation metrics using the day-by-data data. Enter each p-value, and indicate whether each result is statistically significant.

Did you use the Bonferroni correction? ○ Yes ◉ No

	p-value	Statistical significance
• Number of cookies		☐
• Number of user-ids		☐
• Number of clicks on "Start free trial"		☐
• Click-through-probability on "Start free trial"		☐
• Gross conversion	0.0026	☑
• Retention	0.6776	☐
• Net conversion	0.6776	☐

提交答案