



Digital Product Analyst Task

Context

The company is currently investigating the benefits of introducing paypal as a payment option. Paypal is not a free service and therefore we need to see a commercial benefit if we are going to offer it to all customers.

We have set up an A/B test, half of the customers who go through the sign-up process will see paypal as a payment option (with_paypal cohort) - the other won't (without_paypal cohort). It is up to you to report the preliminary findings of the A/B test to the key stakeholders. Important figures will include the average lifetime value of the two groups and the box 2 retention but any insight will be appreciated.

The Data You Have

The test has run for a month from December 15th to January 15th, with a total of ~4270 customers in the test. In the sheet you should find a tab which defines the different columns.

The Output

Create a report to key stakeholders on the preliminary findings of the test, including (but not limited to) the LTV difference and retention difference. It is up to you to display your findings and what your recommendations are for the next stage of the test.

As a follow on, we're considering whether to experiment with launching a direct debit option at checkout too - GoCardless to be precise. Take a look at our checkout now, and give your recommendation on how we should design an experiment to understand if we should pursue this integration for our customers, including what specific events or behaviours you'd look to track. Please feel free to make assumptions around data points you would use to inform your design (e.g. traffic volumes).

Please submit your report via the Greenhouse link. You will receive feedback from us. If you have any questions don't hesitate to ask Lauren via email.