

E-News Express Project

NEW LANDING PAGE ANALYSIS



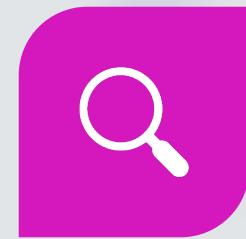
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Business Overview

E-News Express is an online news portal aims to expand its business by acquiring new subscribers. Every visitor to the website takes certain actions based on their interest. The company plans to analyze these interests and wants to determine whether a new feature will be effective or not.

Analysis Statement

The design team of the company has created a new landing page. The company wants to find out whether the new landing page is more effective to gather new subscribers.



Data Used For Analysis

User ID - Represents the user ID of the person visiting the website.

Group - Represents whether the user belongs to the first group (control) or the second group (treatment).

Landing Page -
Represents whether the landing page is new or old.

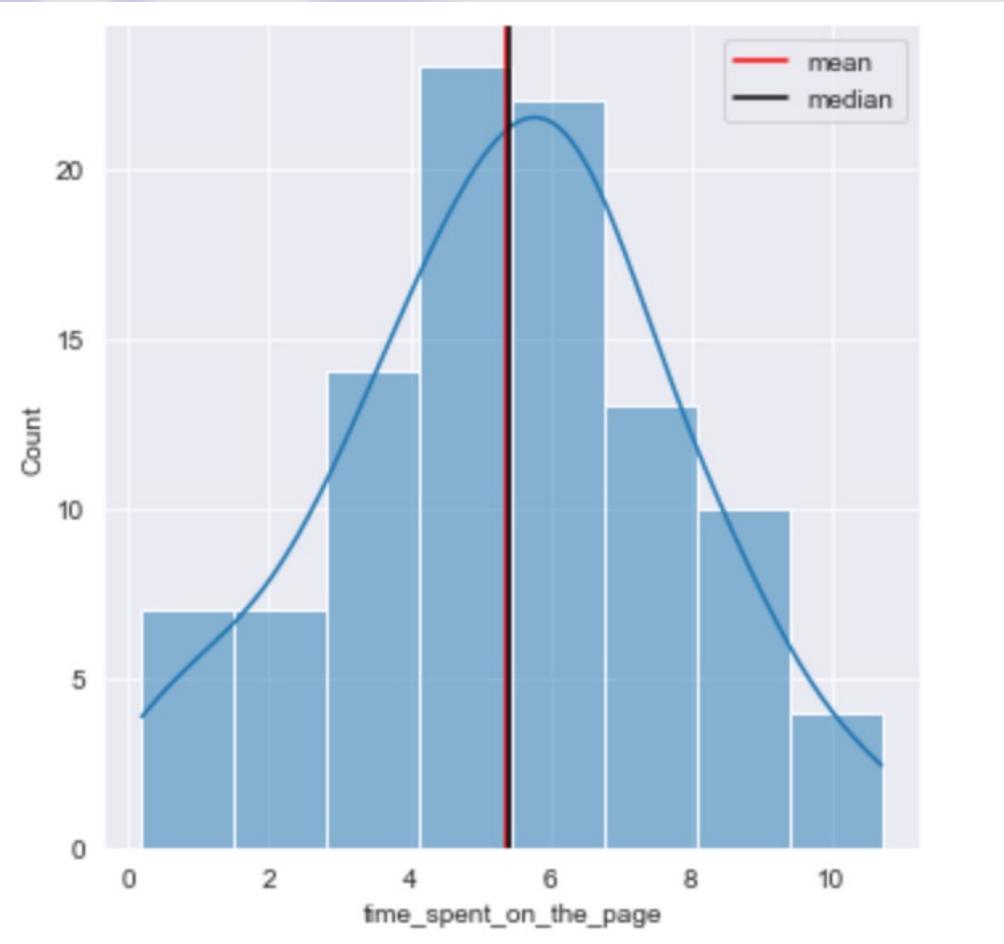
Time Spent On The Page - Represents the time (in minutes) spent by the user on the landing page.

Converted - Represents whether the user gets converted to a subscriber of the news portal or not.

Language Preferred - Represents the language chosen by the user to view the landing page.

Exploratory Data Analysis

- Selected 100 random user results for analysis
- No duplicate or missing information
- Overall, the data is normally distributed allowing us to perform statistical tests
- The data is uniformly distributed for different categories like Language preference and Landing page
- Converted value is binomial, user either converts or not at all

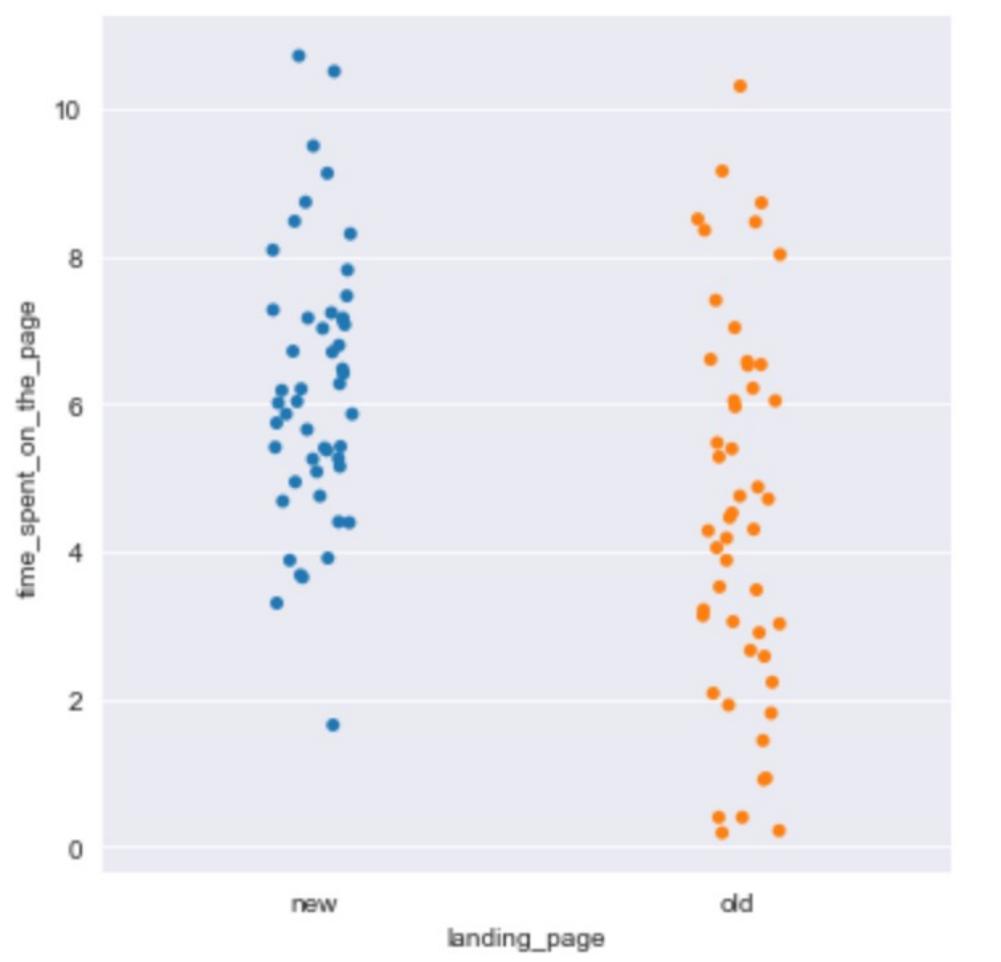


Time Spent on Page

Time spent on page varies between 0-10 minutes

The mean and median are close match showing normal distribution

~70% of the users spend 3-8 minutes



Time Spent on Page New vs Old

New Page Mean Time: 6.2 minutes

Old Page Mean Time: 4.3 minutes

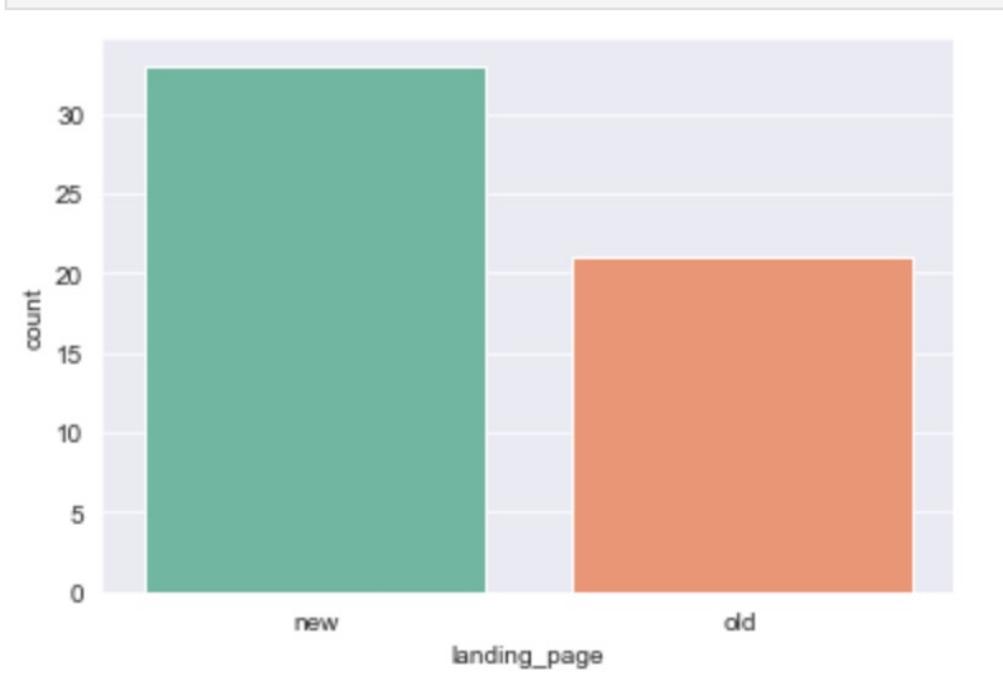
Users typically spend more time on the new page as compared to old page

Equal number of users on new and old page

Old page has more users abandoning page within two minutes after landing

Conclusion - Statistical analysis proves users spent more time on the new page as compared to the old page (*test used: two sample t-test*)

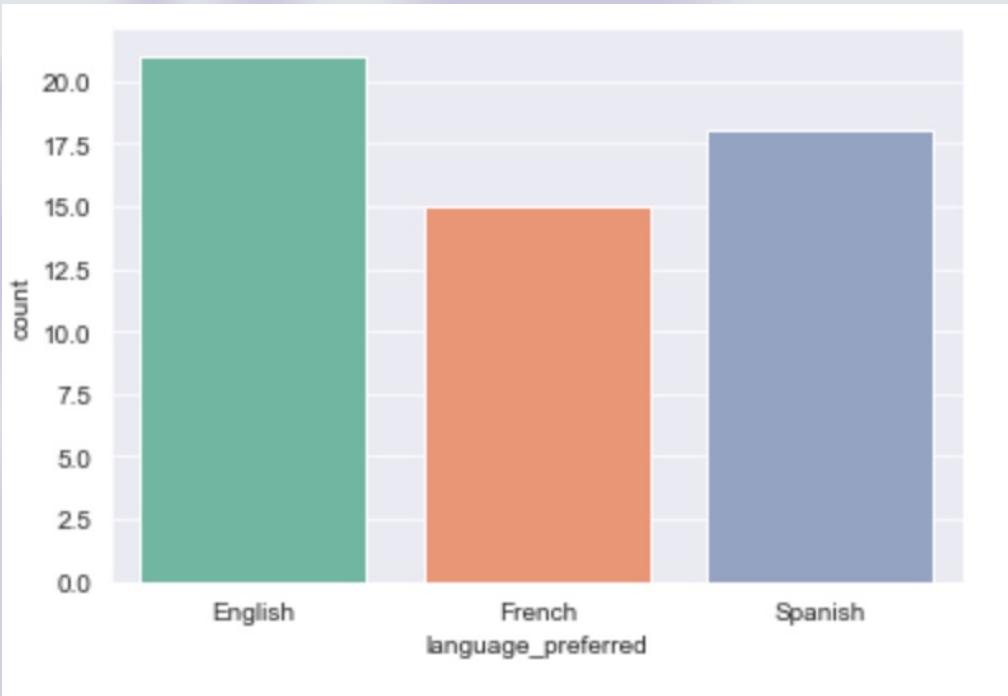
Conversion Rate New vs Old Page



New page has more conversions as compared to old page

More than 60% of new page users converted

Conclusion - Statistical analysis proves the new page users have conversion rate (*test used: proportion z-test*)

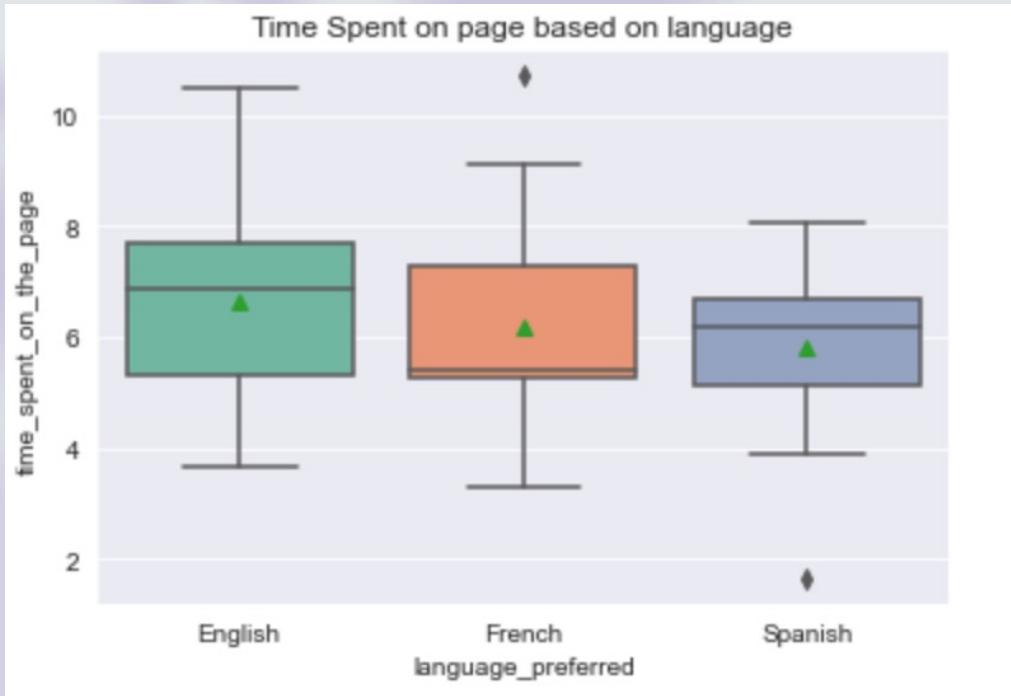


Conversion based on Language

Overall, conversion for all languages is uniform

Conversion distribution for different languages is close too normal

Conclusion - Statistical analysis proves conversion doesn't depend on language preference (*test used: chi square test for independence*)



Time Spent on page based on Language

The time spent on different language pages is in similar ranges

The mean for all the languages are around 5-6.5 minutes

Conclusion - Statistical analysis tests proves language preference doesn't affect time spent on the page

Conclusion

The new landing page is more successful as compared to the old landing page

Users spent more time on the new landing page as compared to the old landing page

Overall higher number of users convert from the new landing page as compared to the old landing page

The preferred language of the user has no significant impact on the mean time spent on the page

The preferred language of the user has no significant impact on the status of their conversion