Answers to questions form Thinkful Bootcamp Unit1 Lesson 1 Drill.

<https://courses.thinkful.com/data-201v1/project/1.1.4>

Answer to Q1:

First I would try to check if there is substantial activity on the website from the website activity data.

Second, I would calculate for which product of widgets, doodads and fizzbangs there is significantly higher or maximum conversion rate, and which has the significantly lower minimum conversion rate. I would do ANOVA statistical test to compare between the multiple groups.

Based on this data, if the business goal is to increase the sales of lower conversion rate products, I would feature the minimum conversion rate product to be advertised more in the new advertising campaign and also decrease the price of this product to attract more conversion rate. But on the contrary if the business goal is the just increase the profits then I would recommend including the significantly highest conversion rate product to be features in their new ad campaign.

Answer to Q2:

First we need to try find out where and why there is slow down. And then try to fix these problems.

To find out where, we need to take the number of customers at each step i.e. number of people who signed up and number of people chose the plan and number of people who made the payment. Then calculate the percentage of people who did the plan choice of people who signed up and also calculate the percentage of people who did the payment of the people who chose the plan. Whichever percentage is significantly lesser that is the step where there is the slowdown.

Also with the time stamps data one can calculate at which step more time is spend.

Having known this one can allocate more technical resources at these steps or redesign the website for easier user-friendly menus or offer chat help at these steps to help customers.

I would also suggest spending more marketing resources at the steps identified earlier.

Answer to Q3:

I would rank the hotels by availability first and of those available I would rank them according to the session information.

I would rank the hotels which are visited more first and then would rank them according to price. I prefer ranking the hotels by visited more often than the price because it is more likely that hotels which are visited more are likely to be booked time and again.

Answer to Q4:

I would consider churn out users with login times not statistically significantly lower than the average number of times a user logs to be atypical.

Similarly, also atypical would be if the churn out user has a length of the session time not statistically significantly lower than the average time length of the session a user spends.