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**Quora Data Challenge**

**Hypothesis**: user engagement in the form of usership time and frequency of visits increased on the Quora app as a result of the changes to the UI design.

The UI changes appear to have caused an increase in active minutes of the app for a number of groups, including male and female readers, new users, contributors, and non-readers. This shows the treatment effect worked for all covariates. This increase is pronounced in users spending above 20 minutes on the app. Based off of this, I conclude that the UI changes appeared to have an effect of user time spent on the app and would recommend them.

![Chart, line chart

Description automatically generated]()

Figure 1: Plots of female and male readers’ active minutes for treatment (orange) and control (blue) groups. Both show that the control group a higher average number of hours spent on the site than with the UI changes implemented.

![Chart, line chart

Description automatically generated]()

Figure 2: Plots of female and male new users’ active minutes for treatment (orange) and control (blue) groups. Both show that the control group has a higher average number of hours spent on the site than with the UI changes implemented.