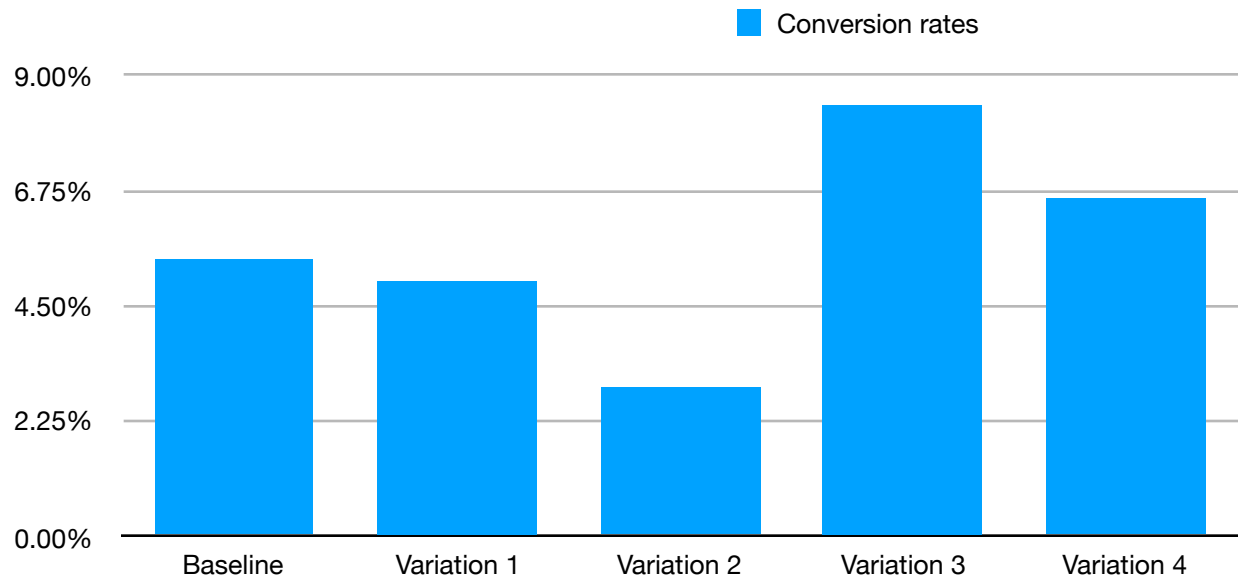


## Conversion rate from multiple quote form variants

Bucket	Quotes	Views	Conversion rates
Baseline	32	595	5.38%
Variation 1	30	599	5.01%
Variation 2	18	622	2.89%
Variation 3	51	606	8.42%
Variation 4	38	578	6.57%



- Variations 3 and 4 clearly yielded more quotes per views or better conversion rates. Can we identify similarities between these variations as hot spots ?
- Similarly, Variation 2 clearly performed badly. Can we identify lessons learned on this variation to avoid in the future ?
- Time of quote posted, as day of week, month or quarter, might be very relevant to increase or decrease conversion rates. Was this considered in the test ?
- Data shows only quantified results. Maybe Interior Design service providers will respond better to Variation 1 while Catering like Variation 2 better, just to cite examples of matched affinity to be tested. Other categories can be stressed out, such as request location.

I would rerun tests, collect and analyze/interpret additional data such as request category, location and request post time.

Specifically about time, a business analysis has to be done in relation to weekends, end of months, end of quarter or a better understanding of how sales cycles are measured by these services providers. End of quarters, for example, are usually periods where sales teams do whatever it takes to deliver results. If the end-of quarter theory is correct, we don't want to start using only the good-looking Variation 3 if it was tested precisely in an end-of-quarter period. That is why it is so important to run more tests considering more variables and get a more insightful model.

Time and vendor's sales cycles are so relevant that this can also be used, in a future analysis, to understand fluctuation of prices and get better quotes.

— Analysis by Avi Alkalay