

### Question 3:

- I will run an experiment to see the total number of new users who converted during the session and try to analyze their behavior by keeping a record of what pages they visit and the total number of pages they visit.
- I would like to keep a record of the most successful ads for each age group.
- Try to experiment and see whether different country people have different interests.
- I also would like to check whether the time of buying a product is important [it can be a seasonal product and the conversion can be high depending on the season].
- I would like to group the users with respect to age and check which age group has the most conversion and would like to target that age group from next time.

### Question 4:

- Here we need to consider 2 things as we proceed. Although the conversion rate for the new technology is more with the same significance level we are not provided with the performance of the new technology and the old technology. If the new technology is not performing better for example say only predicts right 70% of the time compared to 80% of old technology. Here a marginal increase of 3.5% does not indicate the new technology is better.
- Or if the new technology is better than the old technology on a whole then a marginal increase of 3.5% compared to 2.5% of old technology can conclude the new technology is better.

### Question 5 [BONUS]:

- I would like to group the users who are buying a similar product and try to match them in the ride share if they are in the same area and requested a ride share.
- I would also like to group them on the basis of age to make them feel comfortable.
- These are a few things I would consider to improve the product.
- These are a few things I would consider to improve the product.