

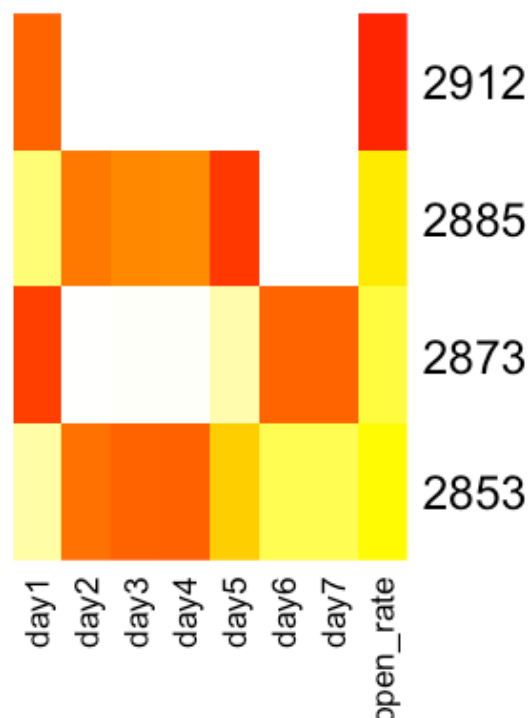
Q1. How many newsletters were sent vs. opened for nl_id 2885 and 2912? What's the overall open rate for each newsletter?

News Letter	Sent	Opened	Open_Rate
2885	31,902	5,940	18.6%
2912	32,199	2,228	6.9%

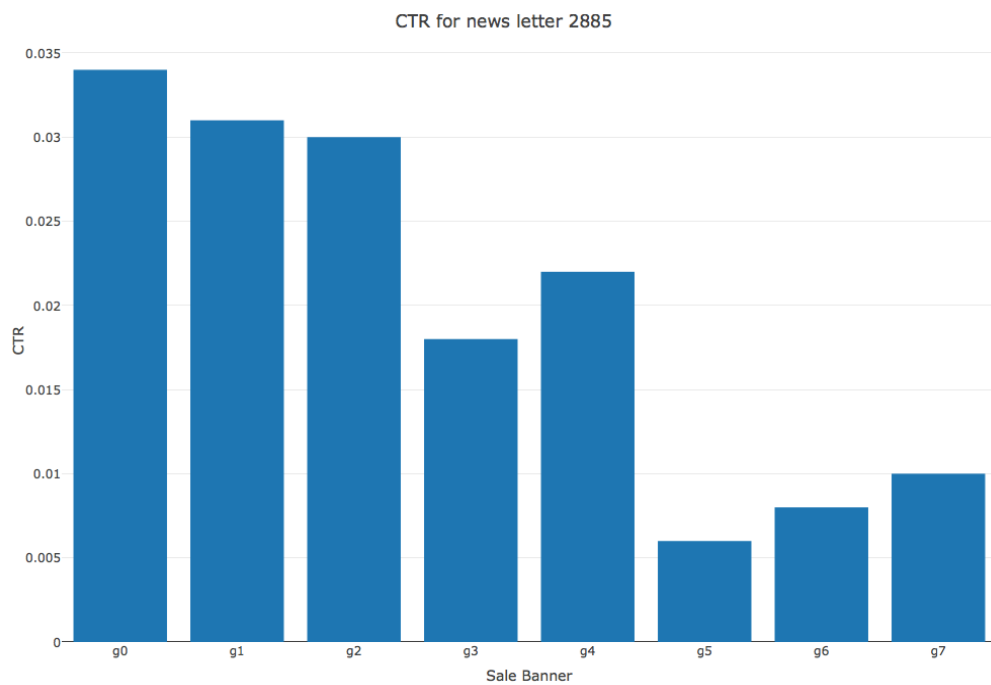
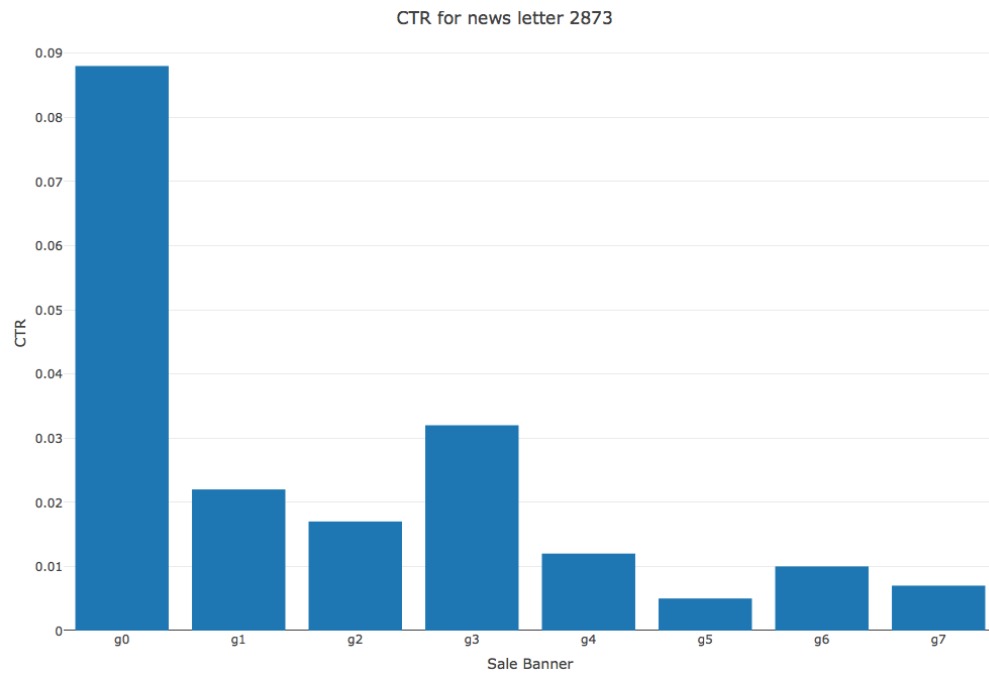
Q2. What % of users opened the email within 1, 2, 3, 4, 5, 6, 7 days? Visualize the results for each newsletter. Which newsletter has the best open_rate?

News Letter	Day1	Day2	Day3	Day4	Day5	Day6	Day7	Open_Rate
2853	9.6%	8.7%	1.3%	0.5%	0.4%	0.4%	0.3%	19.6%
2873	6.4%	11.7%	3.2%	1.1%	0.5%	0.3%	0.2%	20.6%
2885	9.4%	8.8%	1.6%	0.6%	0.3%	-	-	18.6%
2912	6.9%	-	-	-	-	-	-	6.9%

Heat Map:



Q3. Make a graph of the CTRs by link position for nl_id 2873 and 2885. Visualize the results for each newsletter.



Q4. What other metrics we can use to measure newsletter performance/quality? For each metric please state why it is important in one sentence.

1. Avg. Open Rate / User :- Understand how many times user opens a newsletter – reusability
2. Avg. Clicks / User :- Helps understand the relevance of the content in the newsletter better – relevance
3. Total Clicks / newsletter :- Helps in analyzing performance of newsletter – engagement