E-news Case Study

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Background

E-news portal aims to expand its business by acquiring new subscribers.

Site users have preference for language. Language, others site features may play a role in conversion of user to subscriber.

Design team of the company has created a new landing page. The old landing page is served to the first group and the new landing page is served to the second group.

Research is performed whether the new landing page is more effective to gather new subscribers.

Overview and Objective

Problem:

Determine whether the new feature (new site) helps company acquire new subscribers at higher rate?

Solution Approach:

Sample data was gathered for 100 users (50 old site and 50 new site).
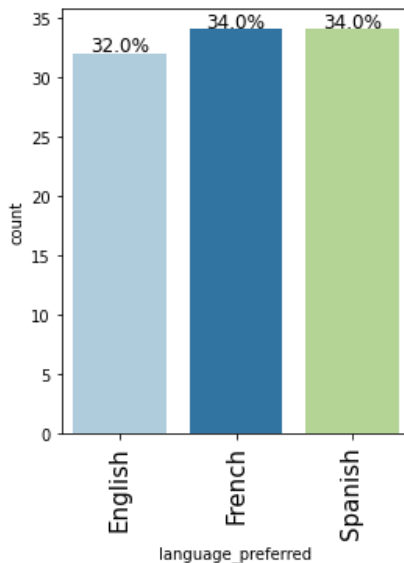
Using the sample data, we explored answers to following questions:
1. Do the users spend more time on the new landing page than the old landing page?
2. Is the conversion rate for the new page greater than the conversion rate for the old page?
3. Does the converted status depend on the preferred language?
4. Is the average time spent on the new page same for the different language users?

# Observation on Language Preferred in the sample data

Observations:
- Equal number of French and Spanish preferring users
- English preferring users are slightly less than French and Spanish

Observation on Conversion vs Time Spent

Observations:
- Users spend more time on the page when converted across all languages
- French users have spent slightly higher time when being converted
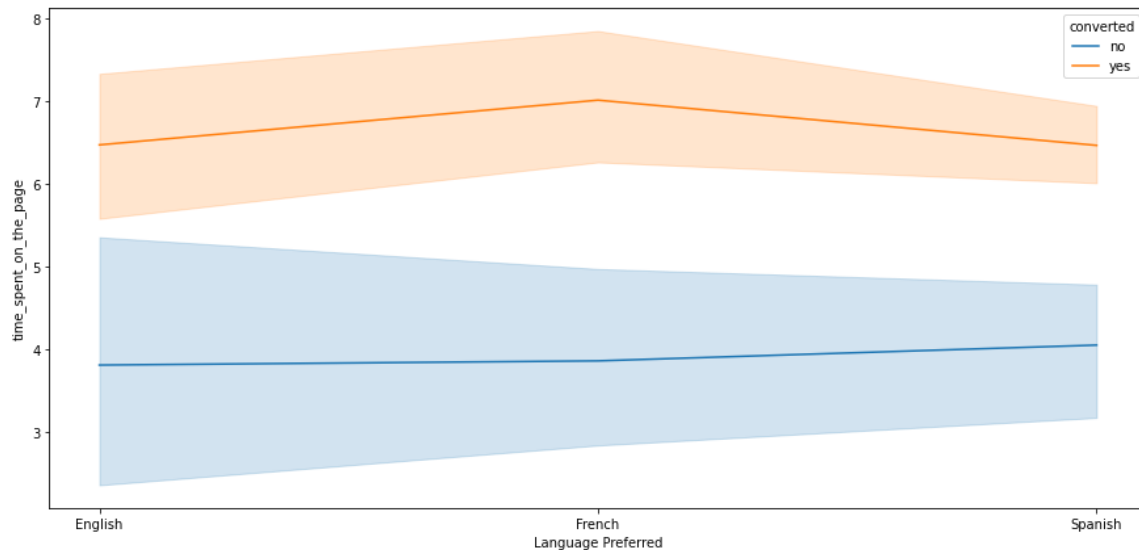
Key Statistical Findings (with 95% confidence)

1. Do the users spend more time on the new landing page than the old landing page?

   Yes

2. Is the conversion rate for the new page greater than the conversion rate for the old page?

   Yes

3. Does the converted status depend on the preferred language?

   No

4. Is the average time spent on the new page same for the different language users?

   Yes

Conclusion

After all the analysis, we have been able to can conclude that

1. When users spend more time on the landing page, it is a strong indicator that user will become a subscriber
2. The conversation rate (acquiring subscriber) is greater with new website
3. Site serves well to all three language users.
4. Regardless of preferred language, user on average spends same time on the new site

Recommendations

Based on the analysis, there are following recommendations:

1. New page can be launched and presented to for all site visitors.
2. Users spend around 5-7 minutes when converting to become new subscriber, a chat-bot or help feature could be offered to engage with the user at this critical point to help if they have any questions.
3. Further research could be done to understand why French users spend little more time on site compared to others when being converted.