

Analysis Report

1. Current State of Affairs.

- Sign-up failed attempts: ○ Desktop: 1.16% ○ Mobiles: 3.24%
- Sign-up failed attempts by OS:
 - The most failed attempts: Android (2,309) ○
The most successful retries: Android (4,077)
- Google is the most favored sign-up choice with the lowest fail rate (3.2%)
- The email sign-up demonstrates a significant fail rate (6.2%)
- Facebook is less popular sign-up choice with a significant fail rate (7.6%)
- LinkedIn has a comparable number of sign-up attempts as Facebook but lower fail rate
- Frequent email sign-up issues on mobile devices:
- Total fails: 1,508
- Mobile fails: 1,273
- Visitors struggle to input the required data on their mobile screens
> 85% of the e-mail errors are related to entering e-mail information
- 778 users close the Google pop-up window prematurely -> external factor
- 349 Facebook are unknown
- Sign-up success rates:
- Google: 91%
- E-mail: 65%
- LinkedIn: 87%
- Facebook: 69%

- E-mail login fail rate: 25% • Login errors:
 - *Invalid email or password*: 40,454 – most received error
 - 11,598 out of 13,135 Google errors were obtained on Windows or Android
 - 11,460 from the Windows or Android error messages indicate that popup was closed by user – potential external issue

2. Business Objective.

- Maintain a steady business growth by increasing the pool of free users /boost the visitor-to-free conversion rate/.

3. Hypothesis.

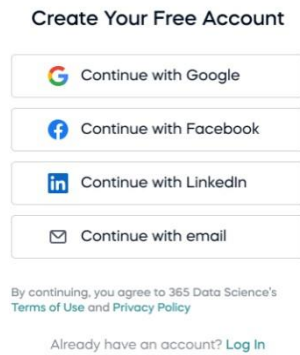
- Highlighting social media sign-up options on the webpage will lead to an increase in the visitor-to-free conversion rate, which in turn will result in a higher number of free registered users.

4. Opportunity Sizing.

- By highlighting the social media sign-up options, we anticipate a 10% lift in our average visitor-to-free conversion rate, increasing it from 3.2% to approximately 3.52%. Given a constant volume of visitors, this would result in an expanded pool of free registered users by 3587.
- Assuming the volume of visitors remains consistent, for every 10,000 visitors to our site, this increase would result in around 14 additional free users converting to paid subscriptions. Given that each paid subscription generates approximately \$30 in revenue, this strategic shift could produce an additional \$420 in revenue per 10,000 visitors.
- Extrapolated over larger visitor volumes and extended periods, this can present a significant opportunity for revenue growth.

5. Actionable Insights.

- Emphasizing social media sign-up options



- Simplifying the e-mail sign-up option
- Minimizing the e-mail registration password requirements
- Simplifying the password restoration process
- Investigating the 'unknown' error for Facebook sign up