

Group Assignment 1: Star Digital
INSY 695
Professor Jui Ramaprasad

Case: The case you will be analyzing is “Star Digital.” The case and Excel file with the data is posted on myCourses. You may have to manipulate the data so that it’s ready for analysis. My suggestion would be to use the Python code & datasets that we have used in class to use as exemplars.

The dataset is called “starDigital_data.csv.” Every row in this dataset is an individual in the experiment. The data is described in the case, but to provide a bit more information: “impressions by website” (*imp* in the dataset) indicate, over the course of the experiment, how many ad impressions the individual received. *test* indicates whether those ad impressions were a Star Digital ad, or not (i.e., the charity ad). *So one observation shows that for a given individual the number of impressions on each website of either the Star Digital Ad or the charity ad and whether that individual purchased from Star Digital or not.*

Instructions:

Prepare and submit a written report to top management that documents your analysis and findings along with all coding files used/developed, and responses to the questions at the end of the case, as related to the Stanford Business School case entitled “Star Digital: Assessing the Effectiveness of Display Advertising.” Please do not exceed 15 pages for your submission; if it’s shorter that is fine!

- (1) **Please answer the three questions at the end of the case.** I am not just asking you for short, Yes/No answers. I want to see that you’ve thought through experimental design, data analysis, etc.
- (2) Note that answering the third case question requires an ROI calculation. I am hoping that you have knowledge of ROI calculations from prior Finance-type classes; if not please reach out to me or the TA.