	Group A : Control existing landing page	Group B: Treatment landing page with food & drink			
Question 1:Average (Mean)	3.374518468	3.390866946			
Question 2 and 3: CI for each group					
	25.93639056	25 44 44005			
Standard deviation		25.4141096			
Count/sample size	24343	24600			
Standard error	0.166235008	0.162034445	= stdev/SQRT(sample size)		
degree of freedom	24342	24599	=sample size-1		
T Critical value	1.960061445	1.960060427	=T.INV.2T(0.05, degrees of freedom)		
The Margin of Error	0.325830829	0.317597303	=T critical value * Standard Error		
			=mean - margin of error		
Confidence Intervals(lower)	3.048687639	3.073269643	<u>-</u>		
Confidence Intervals(lower)	3.700349297	3.708464249	-mean+ margin or error		
Question 4: p-value					
Null hypothesis: whether there is a di	fference in the average amount	spent per user between the two gr	oups.		
Significance level: 5%	0.05				
p-value	0.943855753		=T.TEST(range1, range2, tails, type)		
If the p-value is greater than or equal	to the significance level, you fai	to reject the null hypothesis			
			one in the man-	between the central and treatment	
Oρωσιι D. μ = 0.944, statistically insign	micant. we fall to reject the nul	inypouresis that there is no different	ence in the mean amount spent per user	between the control and treatment.	
Question 5: CI for Diff of Means(trea	tment-control) with t distributi	on			
Sample statistic	0.016348478		=treatment mean - control mean		
Standard deviation	25.93639056				
Count/sample size	24343	24600			
Standard Error	0.232140559		SE = sqrt(s1^2 / n1 + s2^2 / n2)		
degree of freedom(for all users)	0.232140559				
T Critical value	-1.960012457		=T.INV(0.05, degrees of freedom)		
The Margin of Error	-0.454998387		=T critical value * Standard Error		
Confidence Interval (lower)	0.471346865 -0.438649909		=sample statistic - margin of error =sample statistic+ margin of error		
Question 6: User conversion rate					
No. of conversions	955	1139			
Total No. of users	24343	24600			
Conversion Rate	3.923099043	4.630081301	Conversion Rate = (Number of Conversions / Total Number of Users) * 100		
Conversion Rate(in decimal)	0.03923099	0.046300813			
			Standard Error = sqrt((Conversion Rate * (1 - Conversion Rate)) / Total Number of Users)		
Standard error	0.001244334	0.001339777	Conversion Rate)) / Total Number of Users)		
Question 7 and 8: 95% confidence in					
Question y and of 55% communication	renual for user conversion rate				
	terval for user conversion rate		Confidence Interval = Conversion Rate ±		
Confidence Interval (lower)	0.036792095	0.04367485	Confidence Interval = Conversion Rate ± (Critical Value * Standard Error)		
Confidence Interval (lower) Confidence Interval (lower)		0.04367485 0.048926776			
Confidence Interval (lower)	0.036792095 0.041669886				
Confidence Interval (lower)	0.036792095 0.041669886				
Confidence Interval (lower)	0.036792095 0.041669886		(Critical Value * Standard Error)	Paoled propartion (p) = (Number of conversions (control)	
Confidence Interval (lower) Confidence Interval (lower) Question 9: Hypothesis test for diffe	0.036792095 0.041669886			Pooled proportion (p) = (Number of conversions (control) + Number of conversions (treatment)) / Total number or users (control) + 7 total number or users (treatment))	
Confidence Interval (lower)	0.036792095 0.041669886		(Critical Value * Standard Error) (converted_usersA+converted_usersB)/(sample_sizeA+sample_sizeB)	+ Number of conversions (treatment)) / (Total number of users (control) + Total number of users (treatment))	
Confidence Interval (lower) Question 9: Hypothesis test for diffe pooled proportion	0.036792095 0.041669886 Tence in proportion 0.042784464		(Converted_usersA+converted_usersB)/(sample_sizeA+sample_sizeB) Standard Error = sqrt((pooled proportion * (1 - pooled proportion)* (1/sample_sizeA+sample_sizeA+sample_sizeB)	+ Number of conversions (treatment) / (Total number of users (control) + Total number of users (treatment)) Standard error (SE) = sqrt(p * (1 - p) * (1 / Total number of	
Confidence Interval (lower) Question 9: Hypothesis test for diffe	0.036792095 0.041669886 Tence in proportion		(converted_usersA+converted_usersB)/(sample_sizeA+sample_sizeB) Standard Error = sqrt(pooled proportion * (1 - pooled proportion)* (1/sample_size A+1/sample_size)	+ Number of conversions (treatment)) / (Total number of users (control) + Total number of users (treatment))	
Confidence Interval (lower) Question 9: Hypothesis test for diffe pooled proportion	0.036792095 0.041669886 Tence in proportion 0.042784464		(Converted_usersA+converted_usersB)/(sample_sizeA+sample_sizeB) Standard Error = sqrt((pooled proportion * (1 - pooled proportion)* (1/sample_sizeA+sample_sizeA+sample_sizeB)	+ Number of conversions (treatment) / (Total number of users (control) + Total number of users (treatment)) Standard error (SE) = sqrt(p * (1 - p) * (1 / Total number of	
Confidence Interval (lower) Question 9: Hypothesis test for different pooled proportion standard error Z-score	0.036792095 0.041669886 rence in proportion 0.042784464 0.001829526 3.86429177	0.048926776	(Converted_usersA+converted_usersB)/(sample_sizeA+sample_sizeB) Standard Error = sqrt((pooled_proportion * (1 a-1)sample_sizeA * 1/sample_sizeA (convertion rate B-convertion rate	+ Number of conversions (treatment) / (Total number of users (control) + Total number of users (treatment)) Standard error (SE) = sqrt(p * (1 - p) * (1 / Total number of	
Confidence Interval (lower) Question 9: Hypothesis test for different pooled proportion standard error Z-score	0.036792095 0.041669886 rence in proportion 0.042784464 0.001829526	0.048926776	(converted_usersA+converted_usersB)/(sample_sizeA+sample_sizeB) Standard Error = sqrt((pooled proportion* (1 - pooled proportion)*(1/sample_size A - 1/sample_size A - 1/sample_size (convertion rate B-convertion rate B-)	+ Number of conversions (treatment) / (Total number of users (control) + Total number of users (treatment)) Standard error (SE) = sqrt(p * (1 - p) * (1 / Total number of	
Confidence Interval (lower) Question 9: Hypothesis test for diffe pooled proportion standard error 2-score p value	0.036792095 0.041669886 rence in proportion 0.042784464 0.001829526 3.86429177	0.048926776	(Cortical Value * Standard Error) (converted_usersA+converted_usersB)/(cample_sizeA+sample_sizeB) Standard Error = sqrt((pooled proportion * (1 - pooled proportion)*(1/sample_sizeB) A+1/sample_sizeB) (convertion at a B = Seconvertion at the A)/standard error p-value = 2 * (1 + NORM.5.DIST(3.864, TRUE))	+ Number of conversions (treatment) / (Total number of users (control) + Total number of users (treatment)) Standard error (SE) = sqrt(p * (1 - p) * (1 / Total number of	
Confidence Interval (lower) Question 9: Hypothesis test for diffe pooled proportion standard error Z-score p value To conduct a hypothesis test to det	0.036792095 0.041669886 tence in proportion 0.042784464 0.001829526 3.86429177 0.000111412 ermine if there is a difference in	0.048926776	(converted usersA+converted usersB)(cample_sizeA+sample_sizeB) Standard Error = sqrt((pooled proportion * (1 - pooled proportion)* (1/sample_sizeA - 1/sample_sizeA - 1/sample_sizeB) Convertion rate B-convertion rate A/standard error p-value = 2 * (1 - NORM.5.DIST(1.864, TRUE)) et wo groups, we can use a two-sample	* Number of conversions (treatment)) / (Total number of users (control) + Total number of users (treatment)) Standard error (SE) = sqrt(p * (1 - p) * (1 / Total number of users (control) + 1 / Total number of users (treatment)))	
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Confidence Interval (lower) Question 9: Hypothesis test for difference of the pooled proportion standard error Z-score p value To conduct a hypothesis test to det The null hypothesis (H0) states that The p-value associated with a z-sco Therefore, the correct answer is: B) p = 0.0001, statistically significant The p-value of 0.000111412 provide reject the null hypothesis and concl Question 10: Confidence Interval for No. of conversions Total No. of users Comversion Rate Conversion Rate(in decimal) standard error	0.036792095 0.041669886 lence in proportion 0.042784464 0.001829526 3.86429177 0.000111412 ermine if there is a difference in the us there is no difference in the us of 3.86429177 is approximate of 3.86429177 is approximate in the use of 3.8642917 is approximate in the use of 3.8642917 is approximate in the use of 3.86	the conversion rate between th	(converted usersA+converted usersB)/(sample_sizeA+sample_sizeB) Standard Error = sqrt((pooled proportion * (1 - pooled proportion) * (2 - pooled proportion) * (3 - pooled proportion) * (4 - pooled proportion) * (5 - pooled proportion) * (6 - pooled proportion) * (7 - pooled proportion) * (8 - pooled proportion) * (9 - pooled proportion) * (1 - pooled proportion) * (1 - pooled proportion) * (2 - pooled proportion) * (3 - pooled proportion) * (4 - pooled proportion) * (5 - pooled proportion) * (5 - pooled proportion) * (6 - pooled proportion) * (7 - pooled proportion) * (7 - pooled proportion) * (8 - pooled proportion) * (9 - pooled proportion) * (1 - pooled pr	*Number of conversions (treatment) / (Total number of users (control) * Total number of users (treatment)) Standard error (SE) = sqrt(p * (1 - p) * (1 / Total number of users (control) * 1 / Total number of users (treatment))) le two-sided z-test with a significance level of 5%. e alternative hypothesis (Ha) suggests that there is less than the significance level of 0.05 (5%). http://district.com/roll/standard	
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Confidence Interval (lower) Question 9: Hypothesis test for difference in the control of the co	0.036792095 0.041669886 ence in proportion 0.042784464 0.001829526 3.86429177 0.000111412 ermine if there is a difference in the use of 3.86429177 is approximate there is no difference in the use strong evidence to suggest the ude that there is a statistically difference in proportion 955 24343 3.923099043 0.03923099 0.001829526	the conversion rate between the conversion rate between the conversion rate between the color of the conversion rate between the conv	(converted usersA+converted usersB)(cample_sizeA+sample_sizeB) Standard Error = sqrt((pooled proportion * (1 * pooled pr	*Number of conversions (treatment) / (Total number of users (control) * Total number of users (treatment)) Standard error (SE) = sqrt(p * (1 - p) * (1 / Total number of users (control) * 1 / Total number of users (treatment))) le two-sided z-test with a significance level of 5%. e alternative hypothesis (Ha) suggests that there is less than the significance level of 0.05 (5%). htrol and treatment.	