Study app user behavior and test font changes

Project status: *completed*

Libraries used: `pandas, matplotlib, numpy, sys, io, requests, datetime, plotly, scipy, math`

Description of the project:

We have a startup that sells food.

Need to figure it out:

1. How mobile app users behave.

Find out how users reach a purchase. How many users reach the purchase, and how many get stuck on the previous steps? Which ones exactly?

2. After that, explore the results of the A/A/B experiment.

Designers wanted to change fonts throughout the application, but managers were hesitant because users may be uncomfortable. We agreed to make a decision based on the results of the A/A/B test. Users were divided into 3 groups: 2 control groups with old fonts and one experimental group with new ones. Let's find out which font is better.

In the case of general analytics and an A/A/B experiment, we will work with the same data.

Research will take place in three stages:

1. Data review and data preprocessing.
2. Research of user behavior.
3. A/A/B experiment.

Conclusions on the project:

It can be assumed that in general, changing fonts does not have a strong impact on user behavior in the application.