

Improving Business Understanding for a Professional Statistics Coach



Sascha Müller

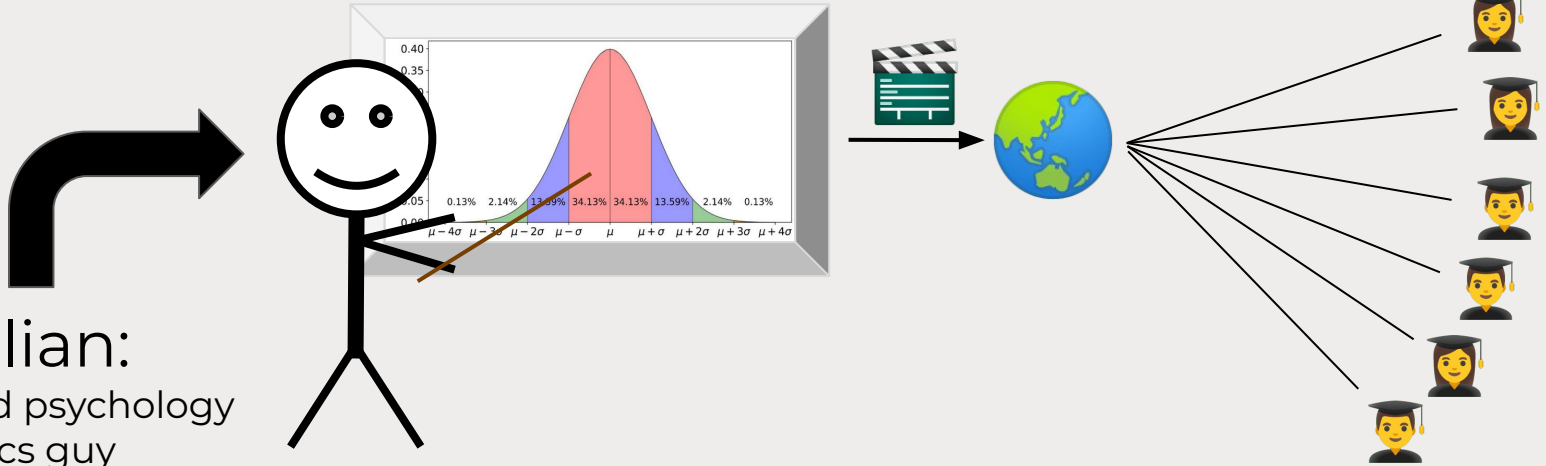


Helena Heil



Leon Hocker

Julian the Statistics Coach



Julian:

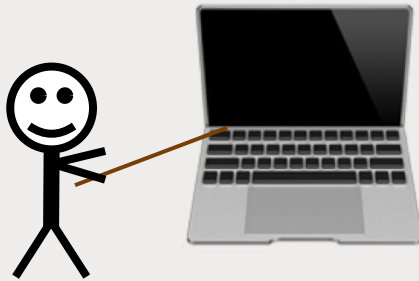
- Studied psychology
- Statistics guy
- Coach
- Small business-owner
- Stakeholder

Julian's Situation

- “I want to **grow** my business.”
- “I want viewers to **recommend** my videos.”
- “I want viewers to watch and **finish** all my webinars.”
- “I want to know which kind of webinar **performs best**.”

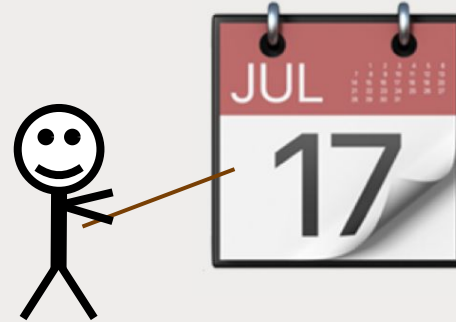
Two Kinds of Webinars

On demand



VS.

Scheduled



- Can watch whenever they want
- Up to 1.5 times the duration

- Takes place on a specific date

Users Like Scheduled Webinars

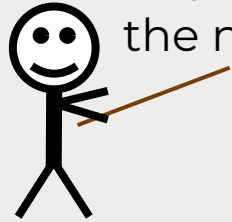


- *“Can you do more scheduled webinars? They help me to actually sit down and FINISH the videos!”*

Scheduled or On Demand Webinars for Growth?

Hypothesis 1:

There is a difference in the number of watched webinars

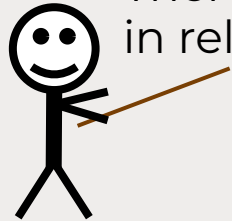


VS.



Hypothesis 2:

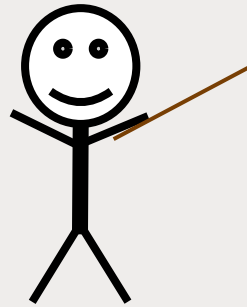
There is a difference in relative watch duration



VS.

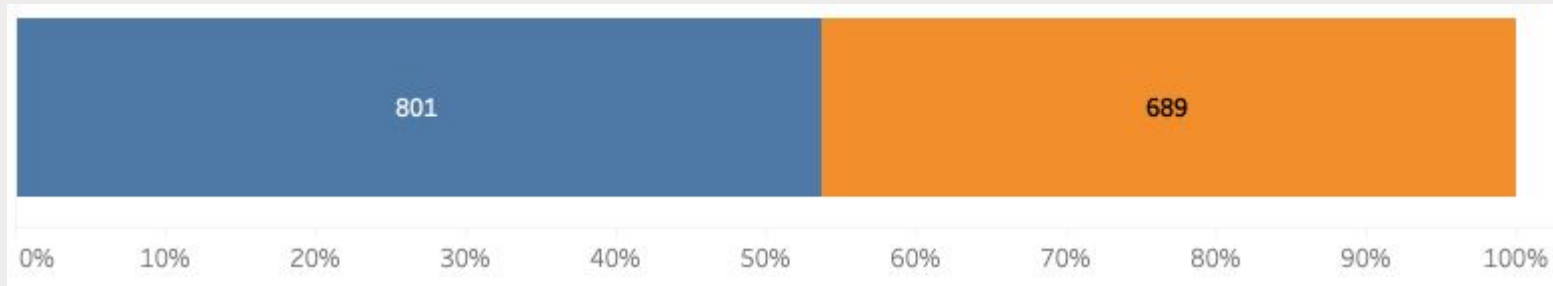


Let's Analyse!



54% of Purchased Webinars are Scheduled

n = 1490



Slight Difference in Number of Watched Webinars by Category

n = 1490

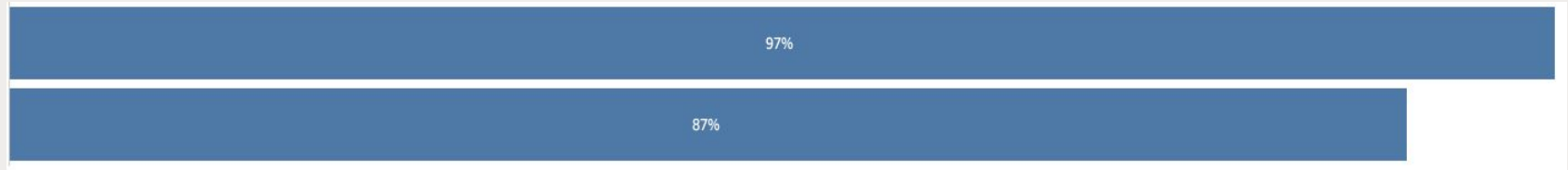
watched

unwatched



Scheduled Webinars Have Higher Watch Duration*

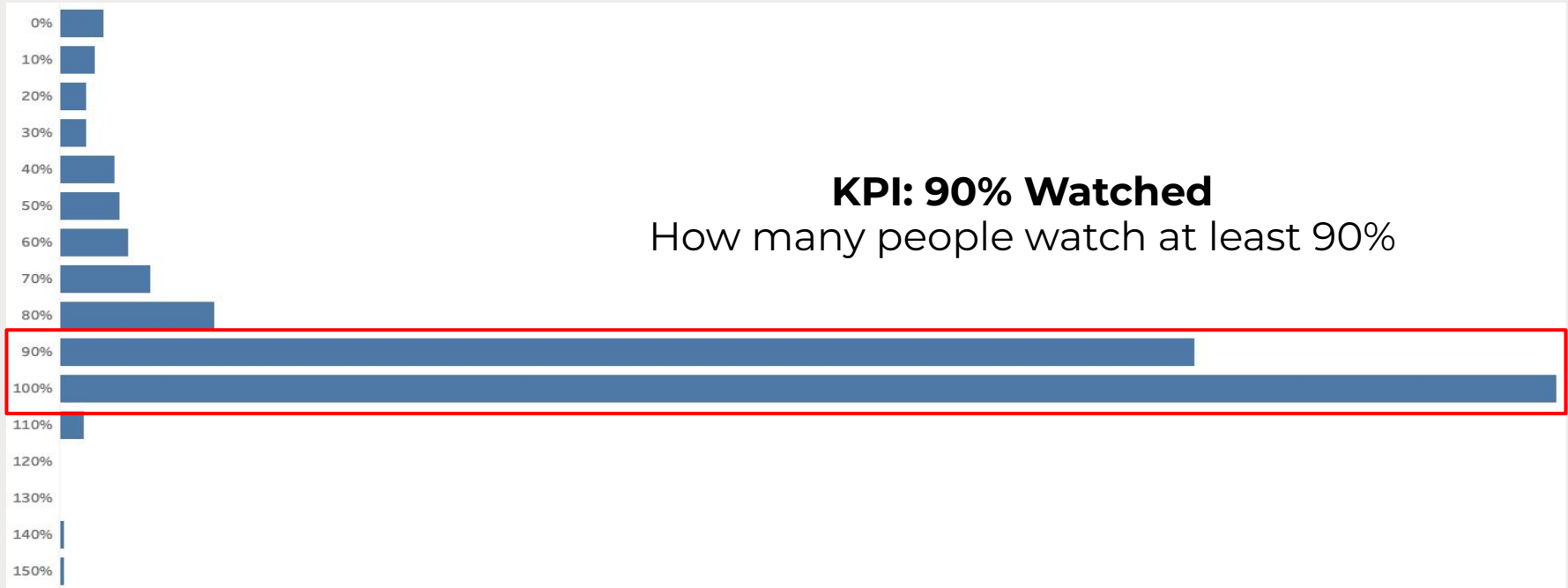
n = 1172



*p-value < 0.001

Most Viewers Watch Most of the Video Length

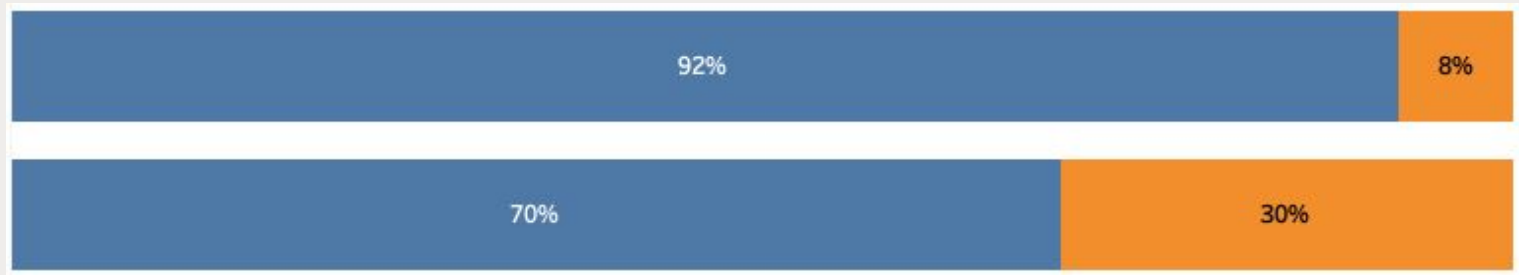
n = 1172




More Viewers Stay Longer for Scheduled Webinars

n = 1172

90% Watched



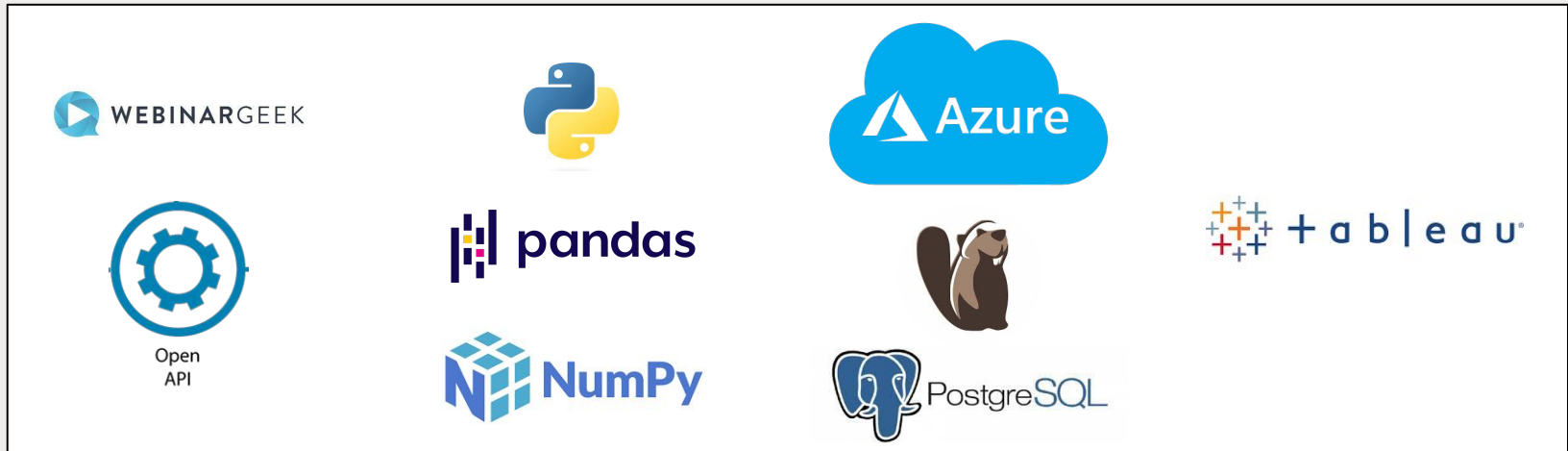
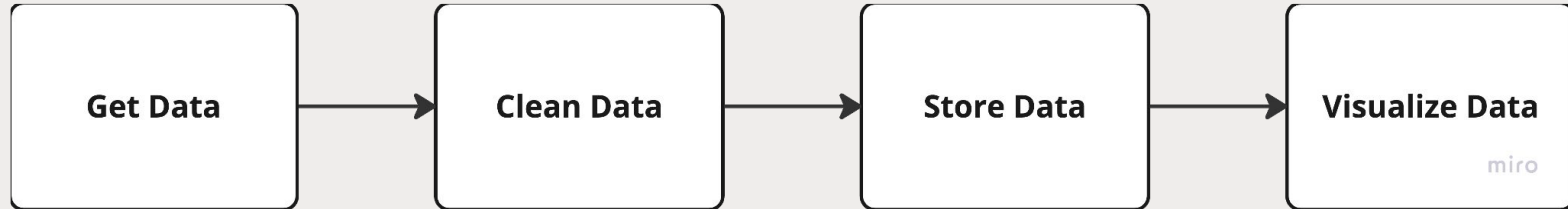
Scheduled Webinars for Growth

- The relative watch duration is significantly higher in  webinars
- 90% Watched → Could be **increased by ~70%**

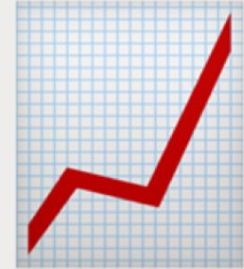
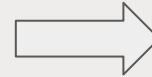


We strongly suggest to focus on  Webinars

Built-Up Data Pipeline



Easy Tool for Data Pipeline



Reduces 8.5h+
to **~2.5h**

Future Analysis

Next steps

- Adding sales data with help of shop API
- Adding user reviews with help of web scraping
- Create a GUI to perform different statistical tests
- Create code to update the data