

Variable: ConversionRateDiff

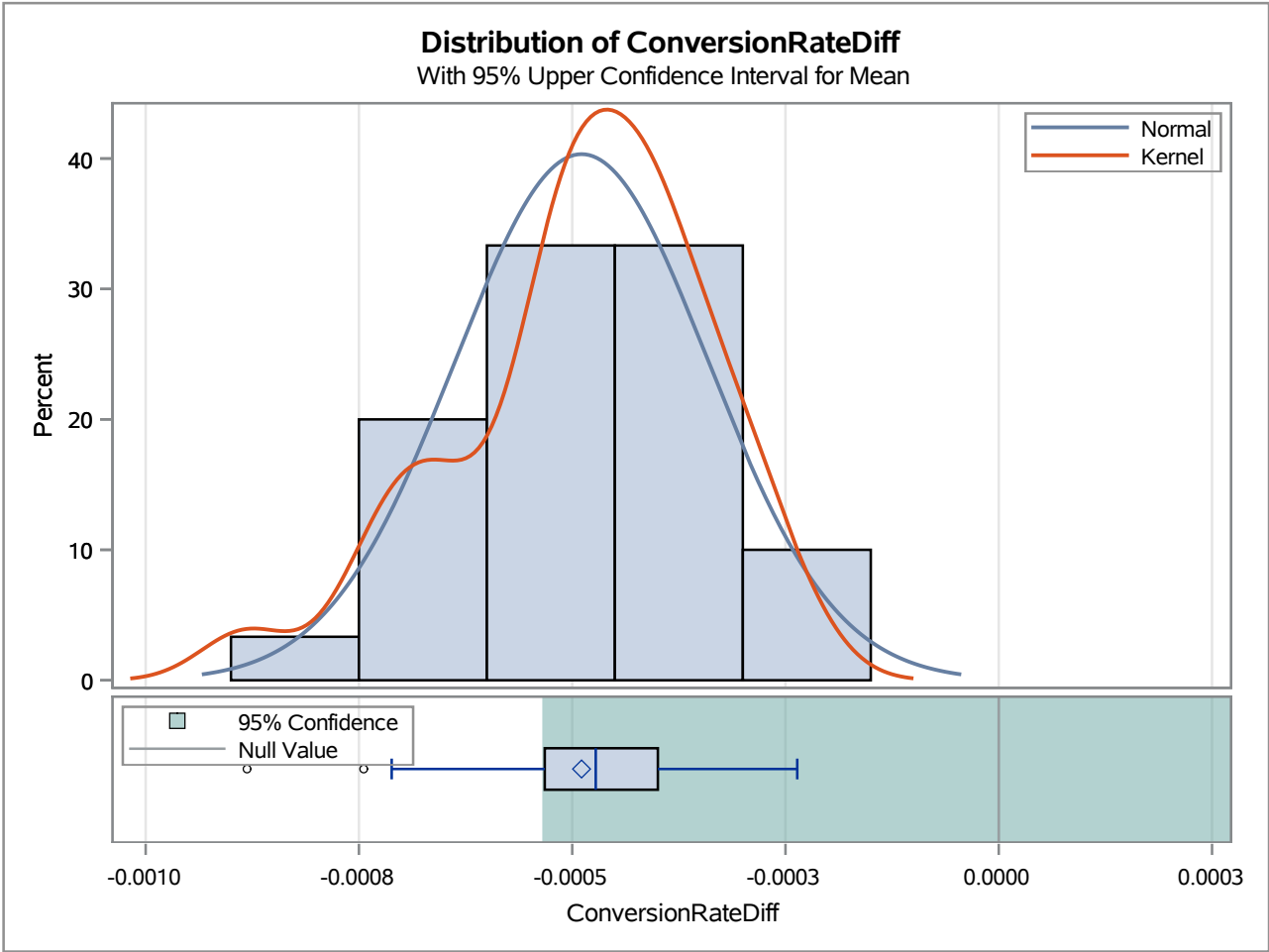
| Tests for Normality | | | | |
|---------------------|-----------|----------|-----------|---------|
| Test | Statistic | | p Value | |
| Shapiro-Wilk | W | 0.962684 | Pr < W | 0.3621 |
| Kolmogorov-Smirnov | D | 0.152233 | Pr > D | 0.0757 |
| Cramer-von Mises | W-Sq | 0.069389 | Pr > W-Sq | >0.2500 |
| Anderson-Darling | A-Sq | 0.401427 | Pr > A-Sq | >0.2500 |

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| N | Mean | Std Dev | Std Err | Minimum | Maximum |
|----|----------|----------|----------|----------|----------|
| 30 | -0.00049 | 0.000148 | 0.000027 | -0.00088 | -0.00024 |

| Mean | 95% CL Mean | Std Dev | 95% CL Std Dev |
|----------|-------------|---------|----------------|
| -0.00049 | -0.00054 | Infty | 0.000118 |

| DF | t Value | Pr > t |
|----|---------|--------|
| 29 | -18.06 | 1.0000 |



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