1. Does a new supplement help people sleep better?

The two versions would be the new supplement and a placebo. The two samples would be similar in age, gender and weight. I expect that people taking the new supplement to sleep better. The outcome we want to measure is the amount of time it takes to fall asleep. Others measured variables would be hours of sleep the person got and their weight.

1. Will new uniforms help a gym's business?

The two versions are some of the gyms would switch to a new uniform and some would stay the same. The gyms to get selected for the new uniforms would be by location and gym sales. The sample for the new uniforms would be as small as possible and still be statistically significant. The gyms with the new uniform will have an increase in sales. The key metric to measure for outcome is overall gyms’ sales. The other measured variable would be gym attendance.

1. Will a new homepage improve my online exotic pet rental business?

The two versions would the original homepage and new homepage. Since the new homepage is “all on”, the samples would before the new homepage and after . I would expect the new home page to improve the online exotic rental business. The key metric to measure for outcome is the amount of pet rentals. The other measured variables would be website traffic such as clicks and time spent on the site.

1. If I put 'please read' in the email subject will more people read my emails?

Two versions of the email would be sent out. One with ‘please read’ and one without. The samples will be two random samples. I would expect the emails with ‘please read’ would get more people to read the email. . The key metric to measure for outcome is the amount of people who click on the email. The other variable to measure is if people click on a link in the email.