

Control

Date	Pageviews	Clicks	Enrollments	Payments
Sat, Oct 11	7723	687	134	70
Sun, Oct 12	9102	779	147	70
Mon, Oct 13	10511	909	167	95
Tue, Oct 14	9871	836	156	105
Wed, Oct 15	10014	837	163	64
Thu, Oct 16	9670	823	138	82
Fri, Oct 17	9008	748	146	76
Sat, Oct 18	7434	632	110	70
Sun, Oct 19	8459	691	131	60
Mon, Oct 20	10667	861	165	97
Tue, Oct 21	10660	867	196	105
Wed, Oct 22	9947	838	162	92
Thu, Oct 23	8324	665	127	56
Fri, Oct 24	9434	673	220	122
Sat, Oct 25	8687	691	176	128
Sun, Oct 26	8896	708	161	104
Mon, Oct 27	9535	759	233	124
Tue, Oct 28	9363	736	154	91
Wed, Oct 29	9327	739	196	86
Thu, Oct 30	9345	734	167	75
Fri, Oct 31	8890	706	174	101
Sat, Nov 1	8460	681	156	93
Sun, Nov 2	8836	693	206	67
Mon, Nov 3	9437	788		
Tue, Nov 4	9420	781		
Wed, Nov 5	9570	805		
Thu, Nov 6	9921	830		
Fri, Nov 7	9424	781		
Sat, Nov 8	9010	756		

Control

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Sun, Nov 9	9656	825		
Mon, Nov 10	10419	874		
Tue, Nov 11	9880	830		
Wed, Nov 12	10134	801		
Thu, Nov 13	9717	814		
Fri, Nov 14	9192	735		
Sat, Nov 15	8630	743		
Sun, Nov 16	8970	722		
Sanity check				
Totals for control	345543	28378	3785	2033
Totals for experiment	344660	28325	3423	1945
Totals for control+exp (total)	690203	56703	7208	3978
Proportion of control-to-total	0.5006	0.5005		
Expected	0.5	0.5		
SE	0.0006	0.0021		
ME	0.0012	0.0041		
UB	0.5012	0.5041		
LB	0.4988	0.4959		
CTP, control	0.0821			
CTP, exper	0.0822			
difference CTP_exp-CTP_ctrl	0.0001			
CTP, pooled	0.0822			
SE CTP_ctrl	0.0005			
ME CTP_ctrl	0.0009			
UB CTP_ctrl	0.0831			
LB CTP_ctrl	0.0812			

Experiment

Date	Pageviews	Clicks	Enrollments	Payments
Sat, Oct 11	7716	686	105	34
Sun, Oct 12	9288	785	116	91
Mon, Oct 13	10480	884	145	79
Tue, Oct 14	9867	827	138	92
Wed, Oct 15	9793	832	140	94
Thu, Oct 16	9500	788	129	61
Fri, Oct 17	9088	780	127	44
Sat, Oct 18	7664	652	94	62
Sun, Oct 19	8434	697	120	77
Mon, Oct 20	10496	860	153	98
Tue, Oct 21	10551	864	143	71
Wed, Oct 22	9737	801	128	70
Thu, Oct 23	8176	642	122	68
Fri, Oct 24	9402	697	194	94
Sat, Oct 25	8669	669	127	81
Sun, Oct 26	8881	693	153	101
Mon, Oct 27	9655	771	213	119
Tue, Oct 28	9396	736	162	120
Wed, Oct 29	9262	727	201	96
Thu, Oct 30	9308	728	207	67
Fri, Oct 31	8715	722	182	123
Sat, Nov 1	8448	695	142	100
Sun, Nov 2	8836	724	182	103
Mon, Nov 3	9359	789		
Tue, Nov 4	9427	743		
Wed, Nov 5	9633	808		
Thu, Nov 6	9842	831		
Fri, Nov 7	9272	767		
Sat, Nov 8	8969	760		

Experiment

Date	Pageviews	Clicks	Enrollments	Payments
Sun, Nov 9	9697	850		
Mon, Nov 10	10445	851		
Tue, Nov 11	9931	831		
Wed, Nov 12	10042	802		
Thu, Nov 13	9721	829		
Fri, Nov 14	9304	770		
Sat, Nov 15	8668	724		
Sun, Nov 16	8988	710		
Totals	344660	28325	3423	1945

notnull_Control

Date	Pageviews	Clicks	Enrollments, ctrl	Payments, ctrl		GC, exp	GC, ctrl	GC, exp-ctrl	NC, exp	NC, ctrl	NC, exp-ctrl
Sat, Oct 11	7723	687	134	70		0.1530612245	0.1950509461	-0.04198972165	0.04956268222	0.1018922853	-0.05232960308
Sun, Oct 12	9102	779	147	70		0.1477707006	0.188703466	-0.04093276535	0.1159235669	0.08985879332	0.02606477355
Mon, Oct 13	10511	909	167	95		0.1640271493	0.1837183718	-0.01969122252	0.08936651584	0.104510451	-0.01514393521
Tue, Oct 14	9871	836	156	105		0.1668681983	0.1866028708	-0.01973467251	0.1112454655	0.1255980861	-0.01435262059
Wed, Oct 15	10014	837	163	64		0.1682692308	0.1947431302	-0.02647389946	0.1129807692	0.07646356033	0.0365172089
Thu, Oct 16	9670	823	138	82		0.1637055838	0.1676792224	-0.00397363860	0.07741116751	0.09963547995	-0.02222431244
Fri, Oct 17	9008	748	146	76		0.1628205128	0.1951871658	-0.03236665295	0.05641025641	0.1016042781	-0.04519402166
Sat, Oct 18	7434	632	110	70		0.1441717791	0.1740506329	-0.02987885377	0.09509202454	0.1107594937	-0.01566746913
Sun, Oct 19	8459	691	131	60		0.1721664275	0.1895803184	-0.01741389083	0.1104734577	0.08683068017	0.0236427775
Mon, Oct 20	10667	861	165	97		0.1779069767	0.1916376307	-0.01373065392	0.1139534884	0.112659698	0.001293790347
Tue, Oct 21	10660	867	196	105		0.1655092593	0.2260668973	-0.06055763809	0.08217592593	0.1211072664	-0.03893134051
Wed, Oct 22	9947	838	162	92		0.1598002497	0.1933174224	-0.03351717275	0.08739076155	0.1097852029	-0.02239444132
Thu, Oct 23	8324	665	127	56		0.1900311526	0.1909774436	-0.00094629096	0.1059190031	0.08421052632	0.0217084768
Fri, Oct 24	9434	673	220	122		0.2783357245	0.3268945022	-0.0485587777	0.1348637016	0.1812778603	-0.04641415875
Sat, Oct 25	8687	691	176	128		0.1898355755	0.2547033285	-0.06486775302	0.1210762332	0.1852387844	-0.06416255119
Sun, Oct 26	8896	708	161	104		0.2207792208	0.2274011299	-0.00662190916	0.1457431457	0.1468926554	-0.00114950962
Mon, Oct 27	9535	759	233	124		0.2762645914	0.3069828722	-0.03071828076	0.1543450065	0.163372859	-0.00902785254
Tue, Oct 28	9363	736	154	91		0.2201086957	0.2092391304	0.01086956522	0.1630434783	0.1236413043	0.03940217391
Wed, Oct 29	9327	739	196	86		0.2764786795	0.2652232747	0.01125540481	0.1320495186	0.1163734777	0.0156760409
Thu, Oct 30	9345	734	167	75		0.2843406593	0.227520436	0.05682022337	0.09203296703	0.1021798365	-0.01014686948
Fri, Oct 31	8890	706	174	101		0.2520775623	0.2464589235	0.005618638814	0.1703601108	0.1430594901	0.02730062072
Sat, Nov 1	8460	681	156	93		0.2043165468	0.2290748899	-0.02475834311	0.1438848921	0.1365638767	0.007321015434
Sun, Nov 2	8836	693	206	67		0.2513812155	0.2972582973	-0.04587708179	0.1422651934	0.09668109668	0.04558409669
							Number of succes	19			10
Totals for control	212163	17293	3785	2033			Total number	23			
Totals for experiment	211362	17260	3423	1945				0.000244140625			
Totals for control+exp (total)	423525	34553	7208	3978							
GC (enrolled/clicks) control	0.2189		GC (enrolled/cli	0.1983		GC_exp-GC_ctrl	-0.0206				
d_min	0.01										
p_hat_pooled	0.2086										
SE pooled	0.0044										
ME	0.0086										
UB	-0.0120		stat_sign?	TRUE							
LB	-0.0291		pract_sign?	TRUE							
NC (payments/clicks) control	0.1176		NC (payments/c	0.1127		NC_exp-NC_ctrl	-0.0049				
d_min	0.0075										
p_hat_pooled	0.1151										

nonnull_Control

SE pooled	0.0034										
ME	0.0067										
UB	0.0019		stat_sign?	FALSE							
LB	-0.0116		pract_sign?	FALSE							

nonnull_Experiment

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Fri, Oct 31	8715	722	182	123
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Sun, Nov 2	8836	724	182	103
Totals	211362	17260	3423	1945