Customer Experience

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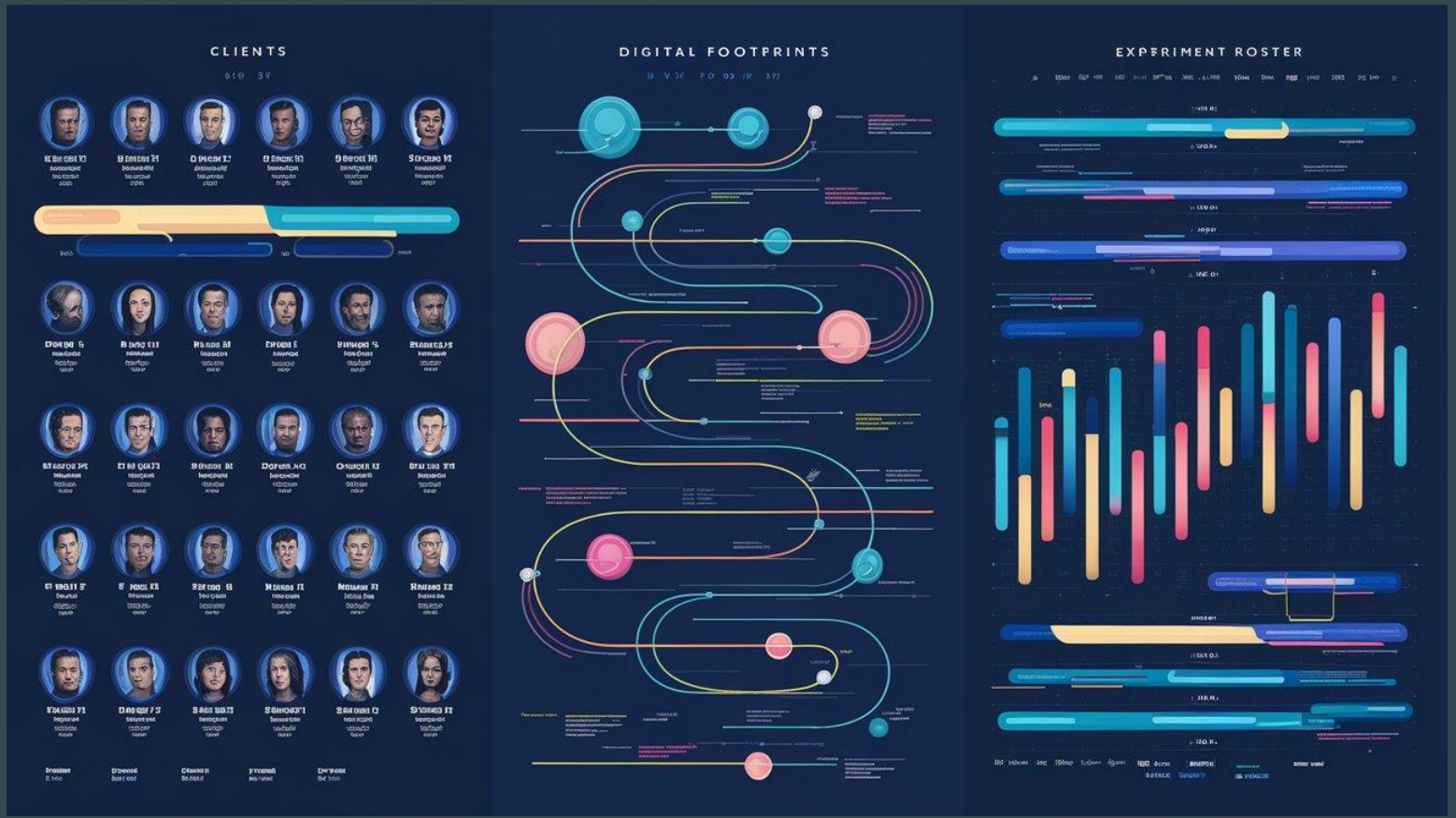
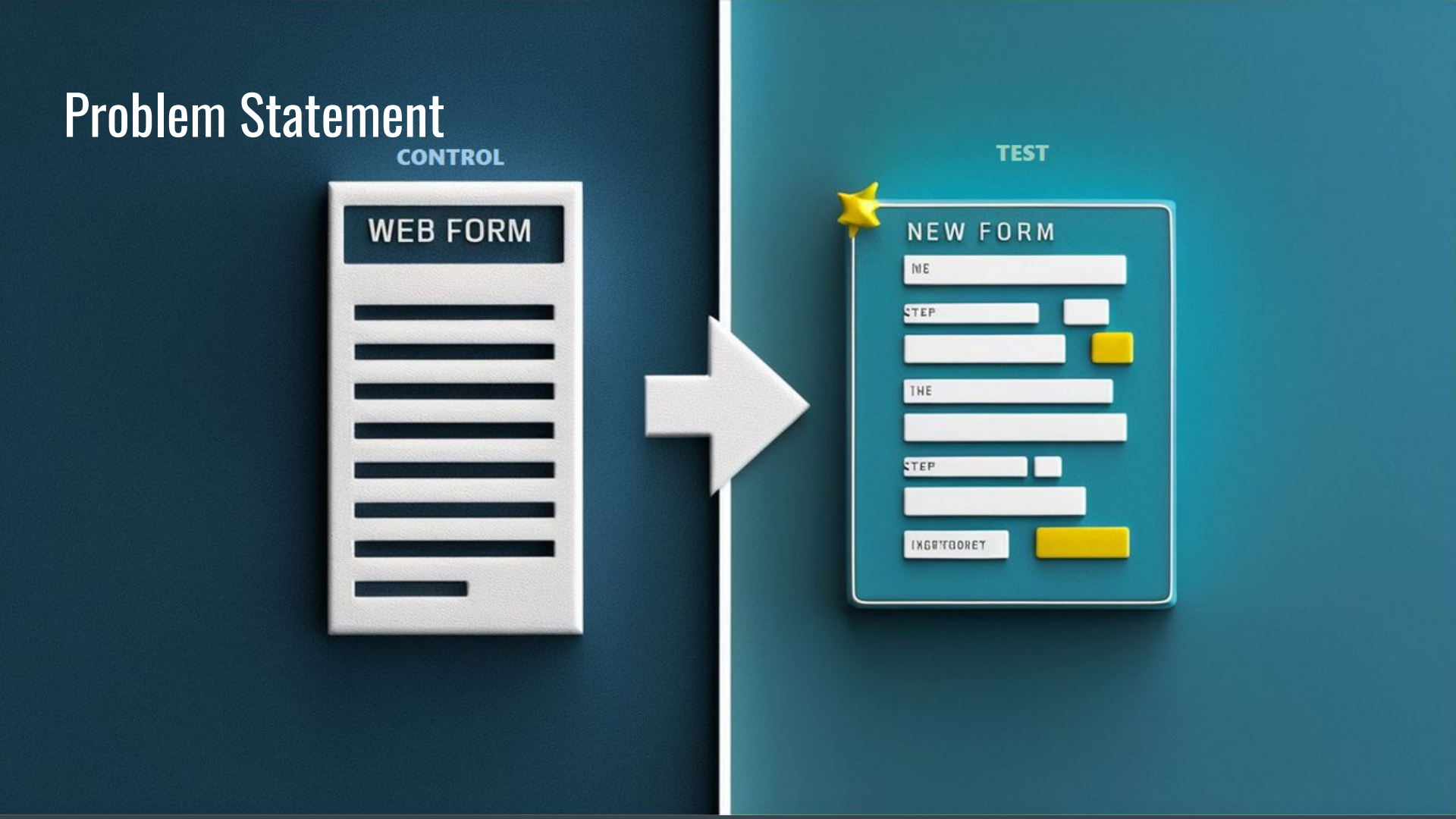
DATA OVERVIEW

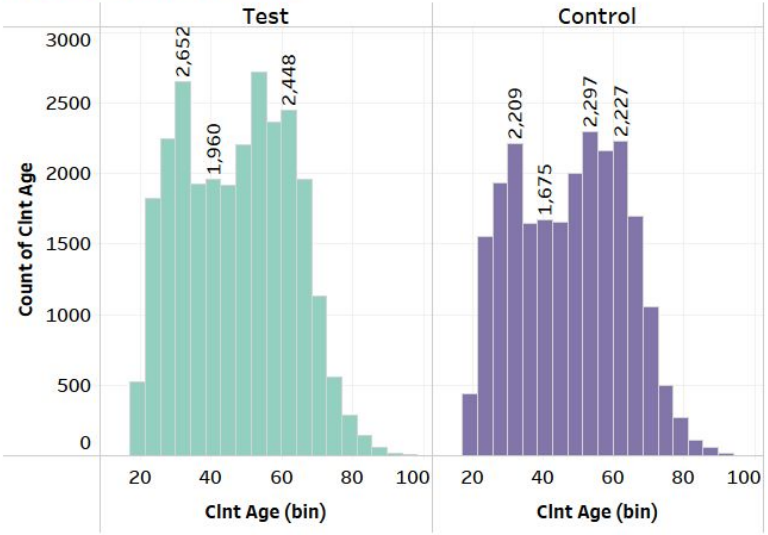


Problem Statement

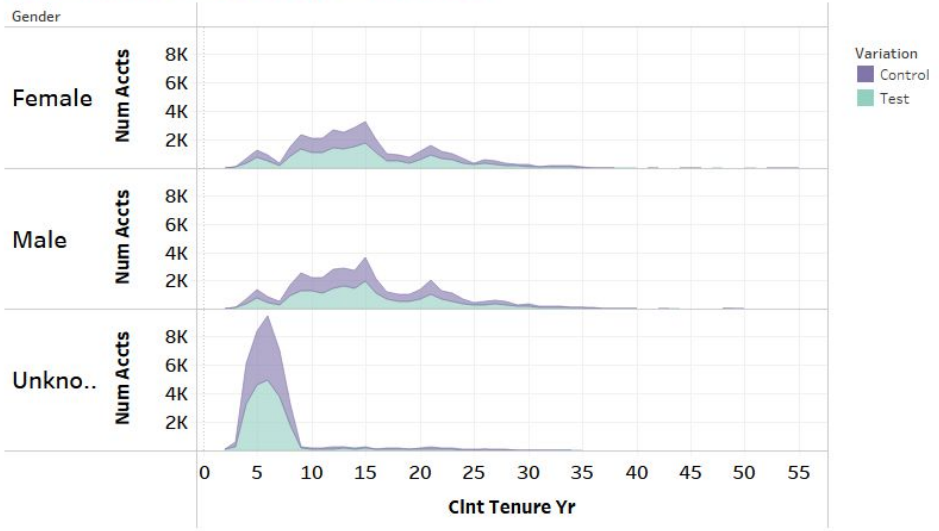


EDA

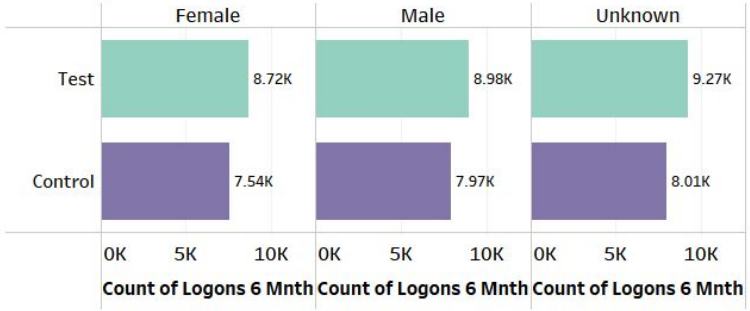
Age distribution of clients



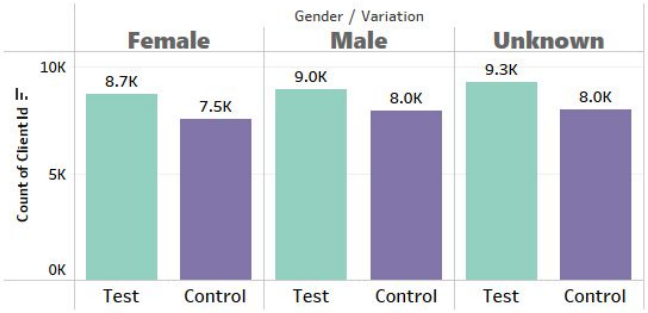
Totla Number of Accounts by Client Tenure



Total Login count by Gender



Gender Distribution of Process by Experiment type



PERFORMANCE METRICS

- Completion rate
- Average time spent on each process step
- Average time spent on entire process
- Farthest Step
- Error rate ((total_steps - expected_steps) / total_steps)

Completion rate

Two proportion Z-test

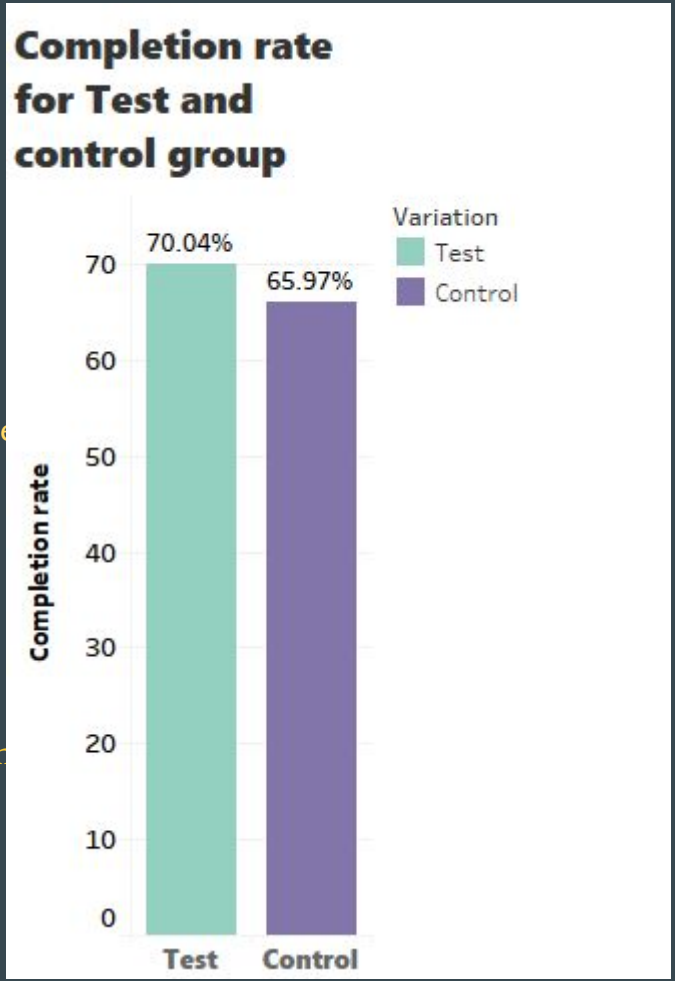
P-value (0.0000) < alpha (0.05) : Reject Null Hypothesis

Null hypothesis: There is no statistically significant difference in completion rate between the Test and Control groups and

Completion Rate with Cost-Effectiveness Threshold

P-value: 0.0049 < alpha (0.05) : Reject Null Hypothesis

Null hypothesis: Completion rate for the Test group is not significantly greater than the completion rate for the Control group increased by 5%



Average time spent on each step

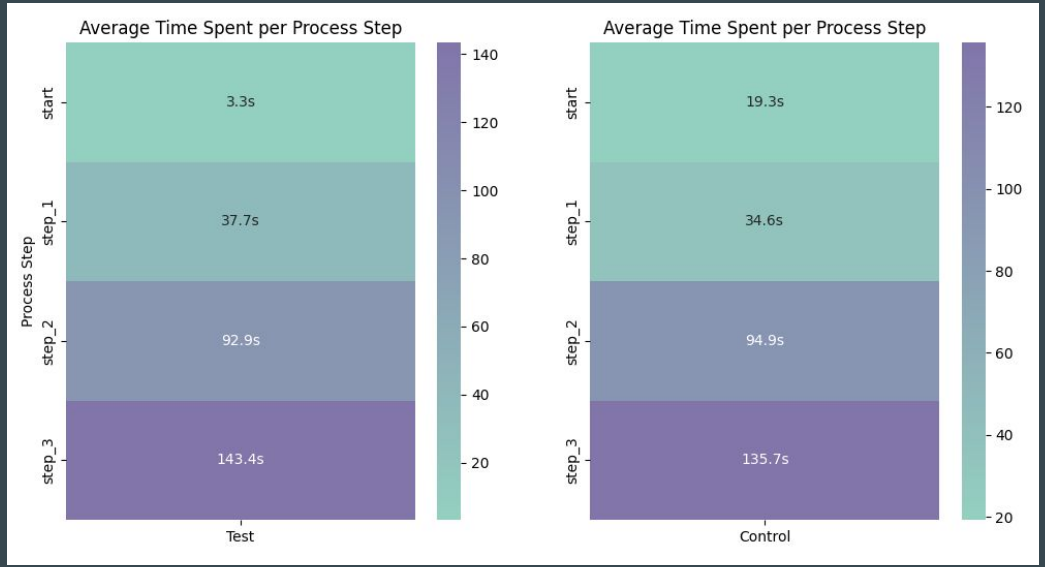
ANOVA test

P value(start: 0.00, step_3 : 0.02) < alpha : Reject null hypothesis

P value(step_1: 0.09, step_2: 0.29) > alpha : Accept null hypothesis

Null hypothesis: No significant difference in the average time spent on each process step between the test and control groups.

Alternate hypothesis: Significant difference in the average time spent on each process step between the test and control groups.



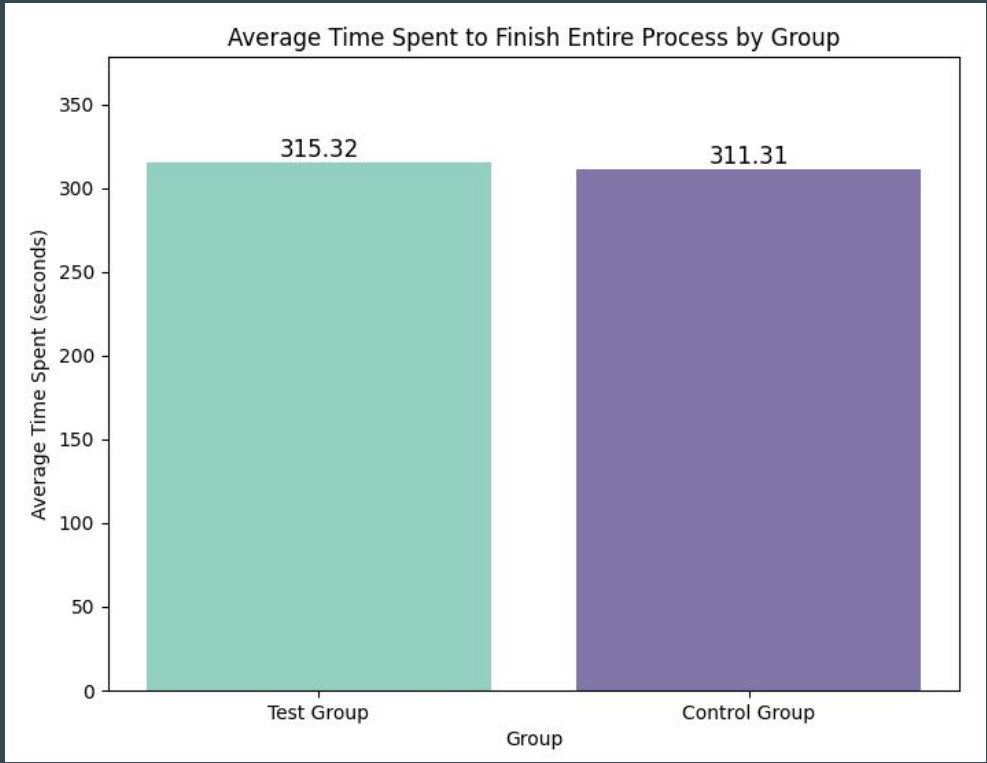
Average time spent on entire process

T - test

P-value: 0.3529 > alpha : Accept null hypothesis

Null hypothesis: There is no significant difference in the total time spent between the test and control groups.

Alternate hypothesis: There is a significant difference in the total time spent between the test group and the control group.



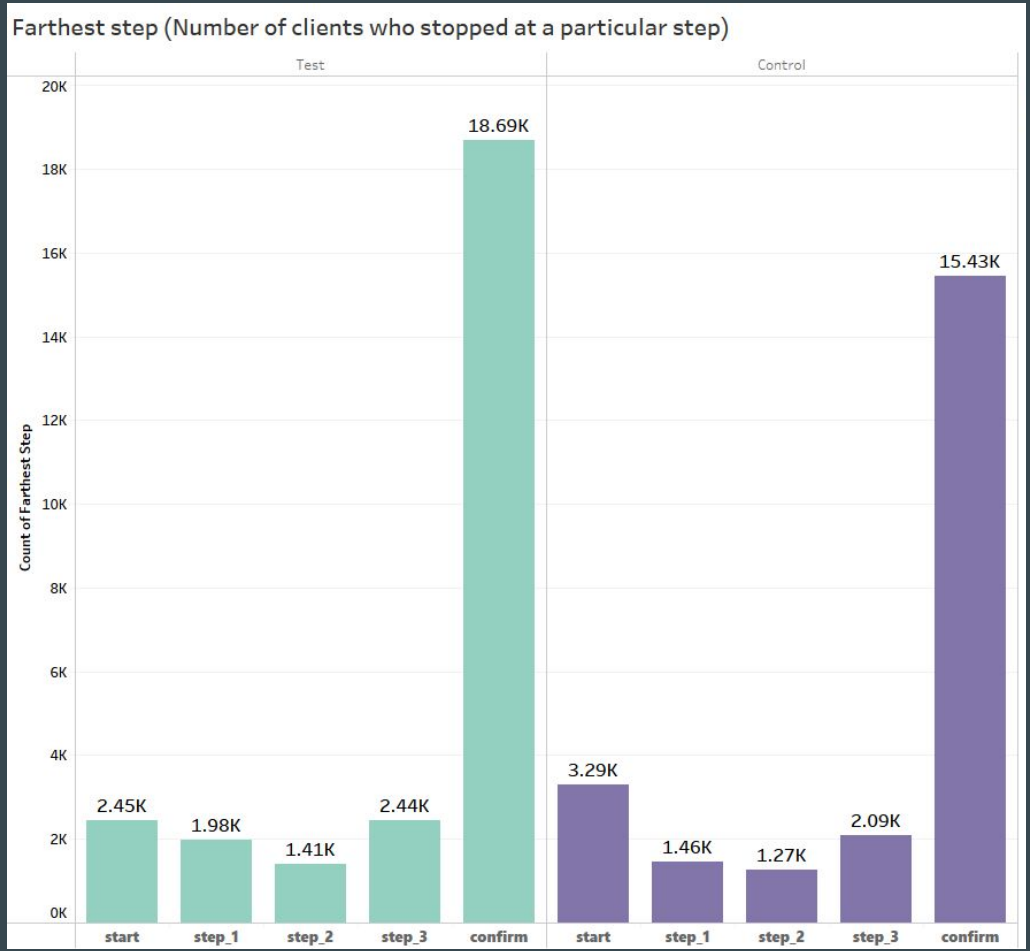
Farthest Step

Chi-Square test

P-value: 0.0000 < alpha : Reject null hypothesis

Null hypothesis: The distribution of the farthest step reached by clients is the same for both the test group and the control group.

Alternate hypothesis: The distribution of the farthest step reached by clients is different between the test group and the control group.



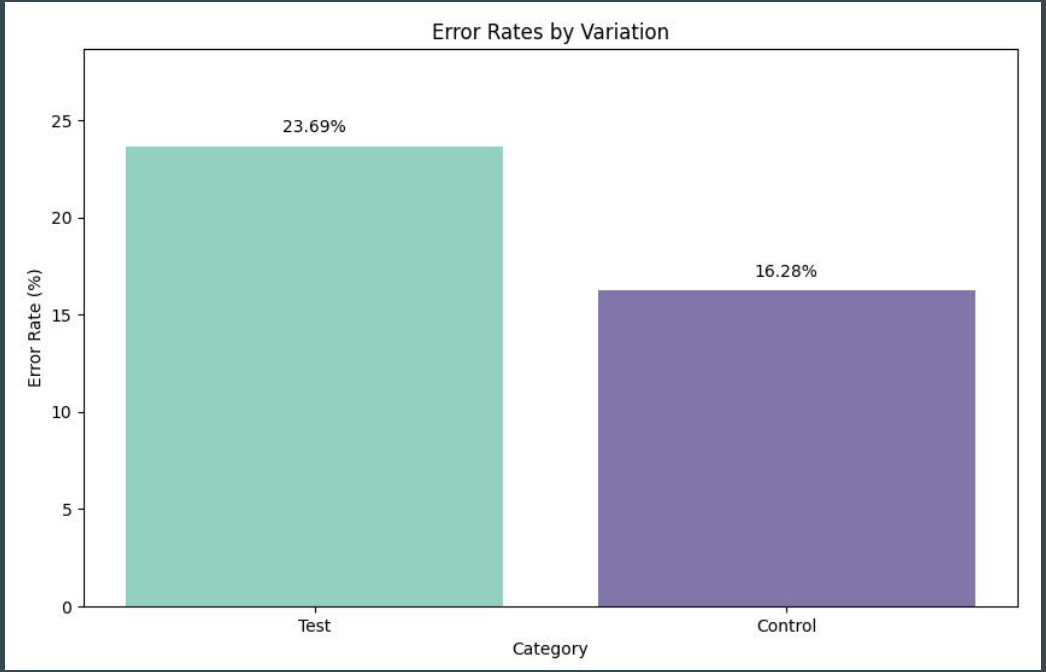
Error Rate

Z-test

P-value: 0.0000 < alpha : Reject null hypothesis

Null hypothesis: There is no significant difference in the error rates between the test group and the control group.

Alternate hypothesis: There is a significant difference in the error rates between the test group and the control group.

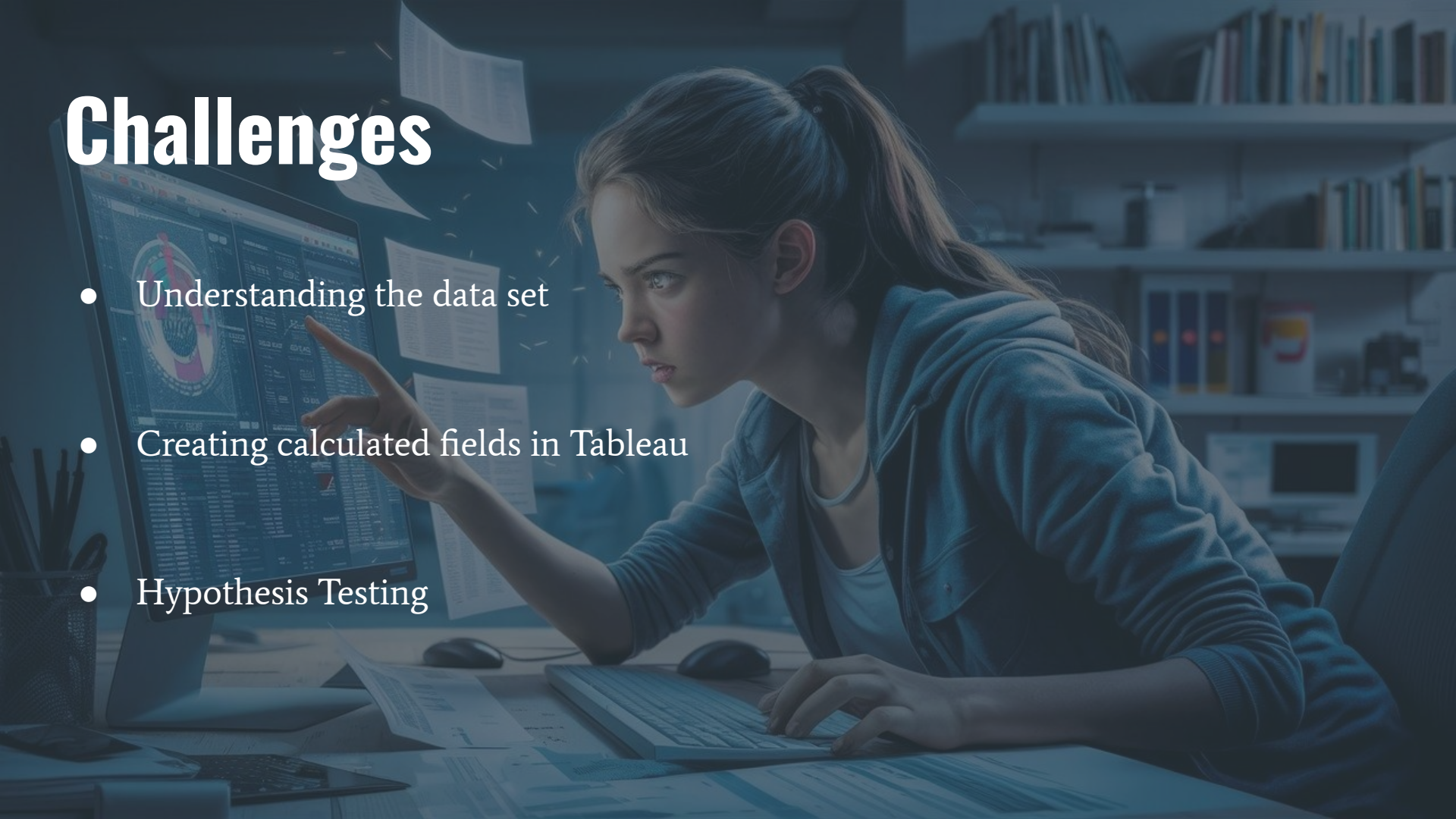


Other hypothesis results

- **Average Client Tenure** : The average client tenure of clients engaging with the new process is the same as the average client tenure of clients engaging with the old process.

- **Gender Differences** : There are no significant gender differences in engagement with the new and old processes.

Challenges



- Understanding the data set
- Creating calculated fields in Tableau
- Hypothesis Testing

Conclusions

- New UI has more benefits than the old UI
- Test group clients has better completion percentage
- Improve the process steps 2 & 3 in the new UI to have a better completion rate

THANK YOU