E-news Express

Objective: to determine whether the new E-news landing page is more effective in getting new customers than the current page.

Key factors:

- time spent on the old and new pages
- preferred language of the client (English, French or Spanish)
- conversion rate to new customers

Method:

- A sample of 100 customers were randomly selected
- Analysis conducted by Jason Giust using current statistical methods and Python programming language

Initial observations from visual analysis:

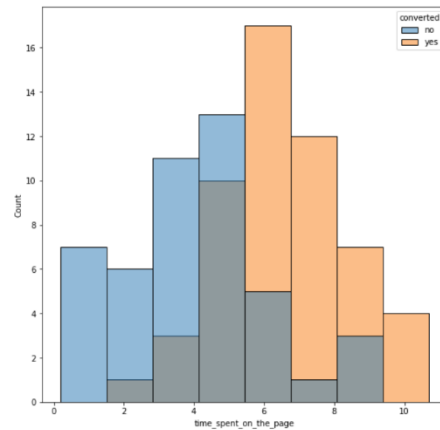1. Time spent on the either page is approximately normally distributed.
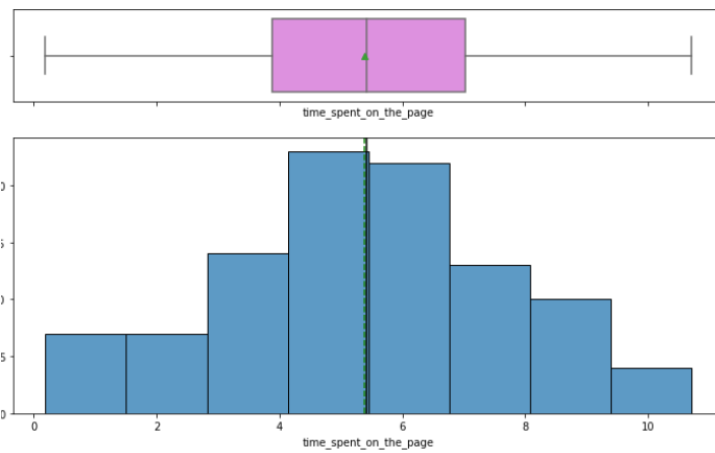
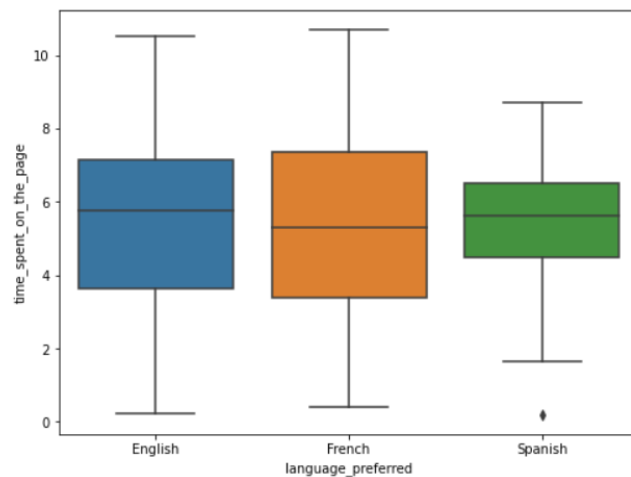
2. Users tend to spend more time on the new landing page.
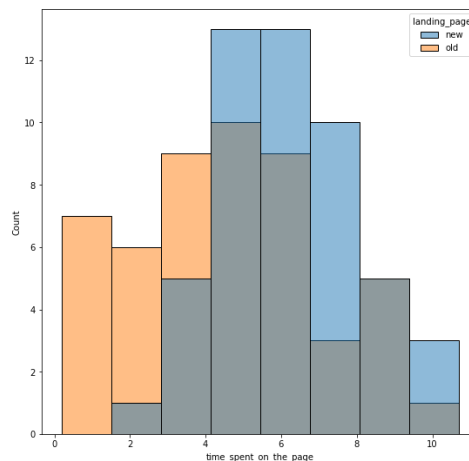
- *Note – I made assumptions and conclusions about p-values since I couldn't get any of them to calculate with my code work.*

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3. New landing page users appear to be converted to customers more than those using the old page.

4. Preferred languages (English, French and Spanish) are approximately equal among users as well as time spent on either the old or new pages.

- *Note – I made assumptions and conclusions about p-values since I couldn't get any of them to calculate with my code work.*

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Statistical testing:

1.Time spent on new versus the old landing page.

- our p-value was greater than .05. We conclude that there is sufficient evidence that users spend more time on the new page.

2. Conversion rate for new versus old page.

- our p-value was greater than .05. We conclude that there is sufficient evidence that users of the new page convert to customers at a higher rate than those using the old page.

3. Investigating relation between preferred language and conversion.

- our p-value was lower than .05. This indicates that the conversion rate is affected by language.

4. Time spent on the new page differ by language.

- our p-value was lower than .05. This indicates that at least one of these languages may be a factor in how long a user spends on new page.

Recommendations:

It appears that the new page is effective in converting users into new customers. However, language seems to be a factor in how long a user is on the new page and whether they convert to a customer.

Further investigation into which languages are converting is needed. The new page appears to be effective but is offered only in English. Perhaps, being offered in French and Spanish could increase the conversion rate even higher.

Notes:

- Please contact Jason Giust for any inquiries regarding this report
- All data collection, analysis and results conducted by Jason Giust

- *Note – I made assumptions and conclusions about p-values since I couldn't get any of them to calculate with my code work.*