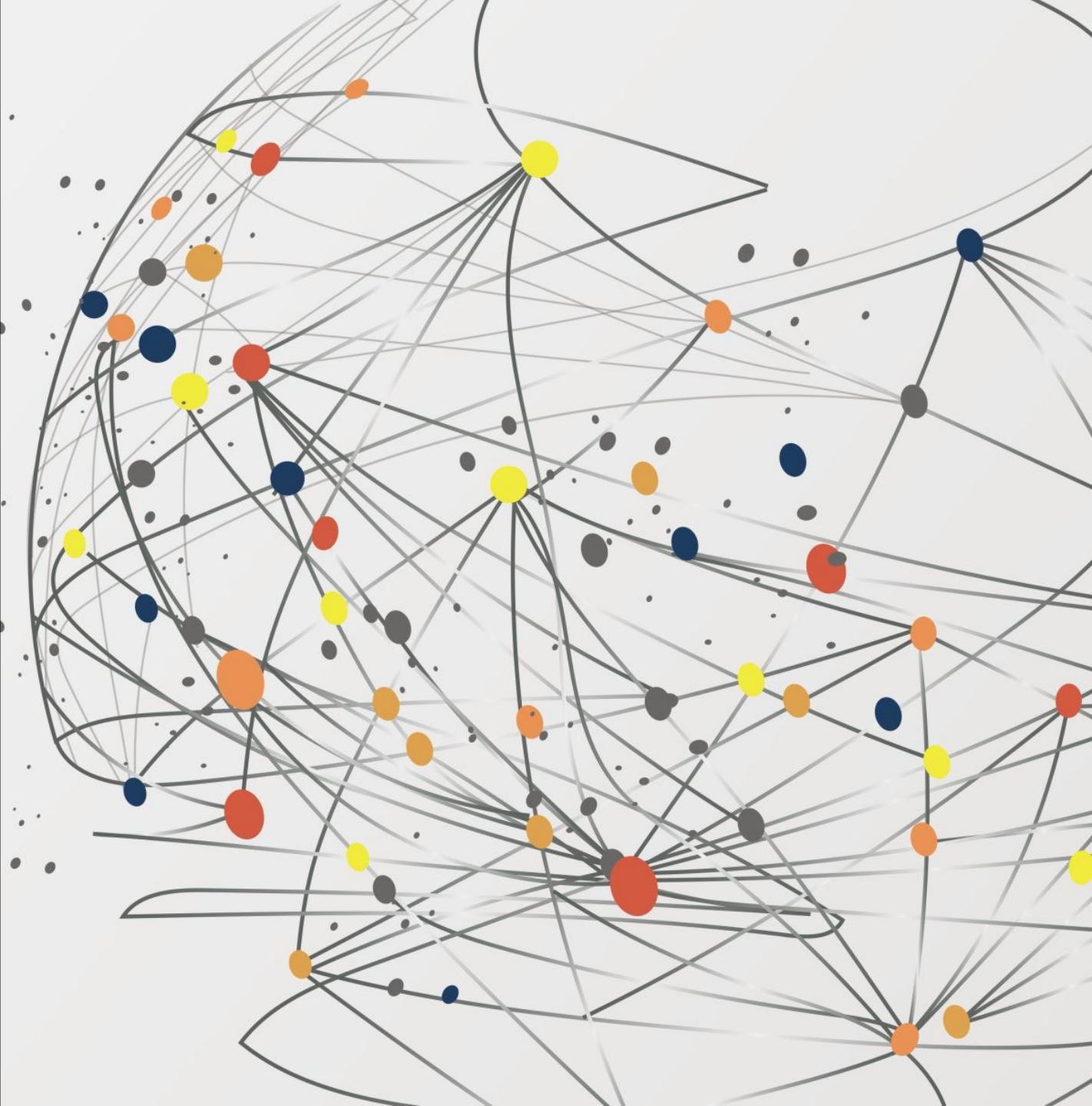# The impact of Proposed new web portal for E-news Express

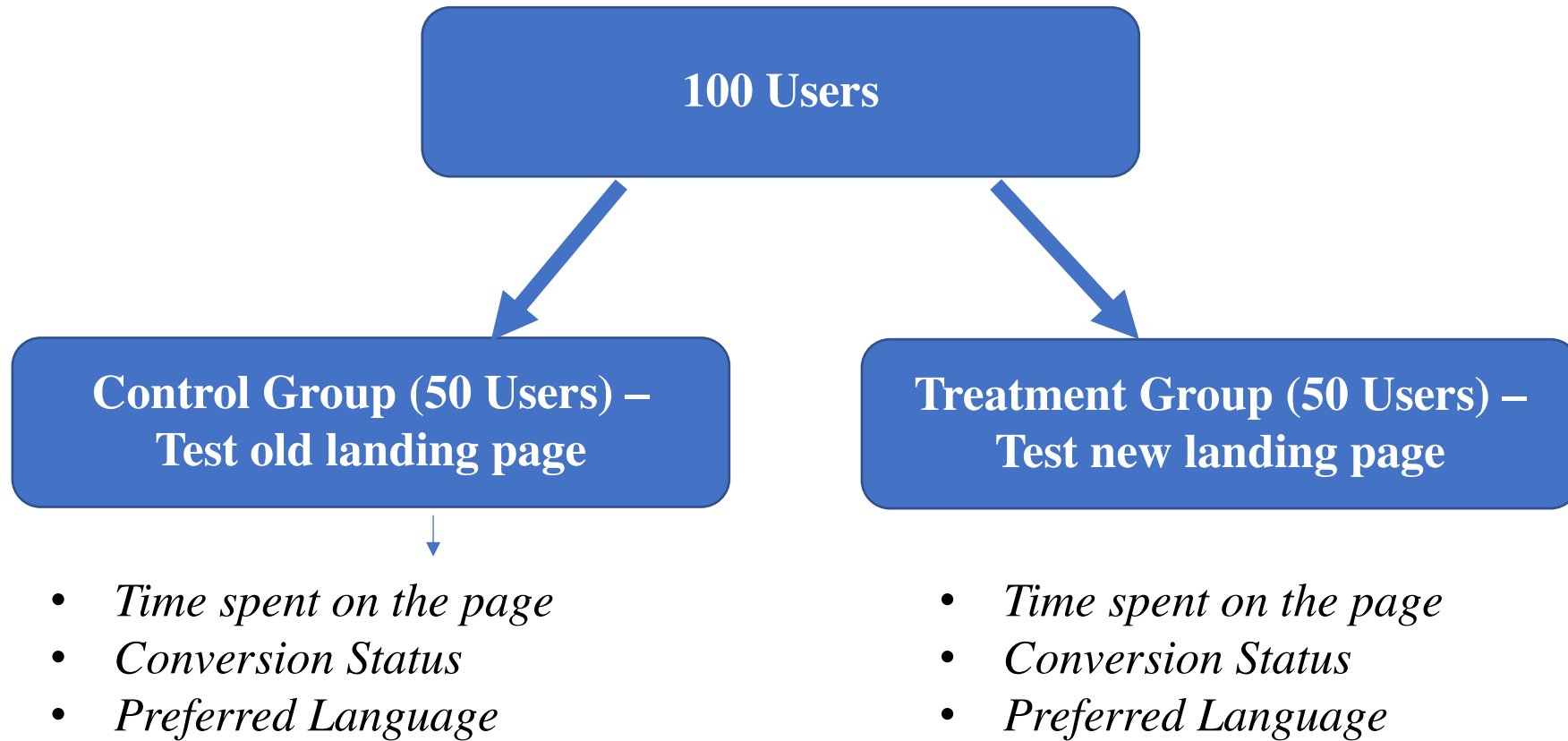*-Jyothi H*

Business Question

Should we launch the new landing page ?

Key Questions To Address

- *Does the new landing page help increase conversion rate ?*

- *Does the new landing page increase user engagement on our platform ?*

- *Does the conversion depend on the language of the page ?*

- *Do users across all preferred languages tend to spend the same amount of time on the platform ?*

- *Does the customer engagement have any dependency on the language of the webpage ?*

Data Set Analyzed

100 Users

Control Group (50 Users) – Test old landing page

Treatment Group (50 Users) – Test new landing page

- *Time spent on the page*
- *Conversion Status*
- *Preferred Language*

- *Time spent on the page*
- *Conversion Status*
- *Preferred Language*

Insights – Impact of New Page on Conversion Rate

Does the new landing page help increase the conversion rate ?

Yes

- As seen in the graph, the conversion rate for new landing page (66%) is higher than the conversion rate for old landing page (42%).

- Statistical Analysis – p-value of 0.008 at 0.05 significance level provides evidence to support claim that conversion for new landing page is significantly greater than that of the old landing page
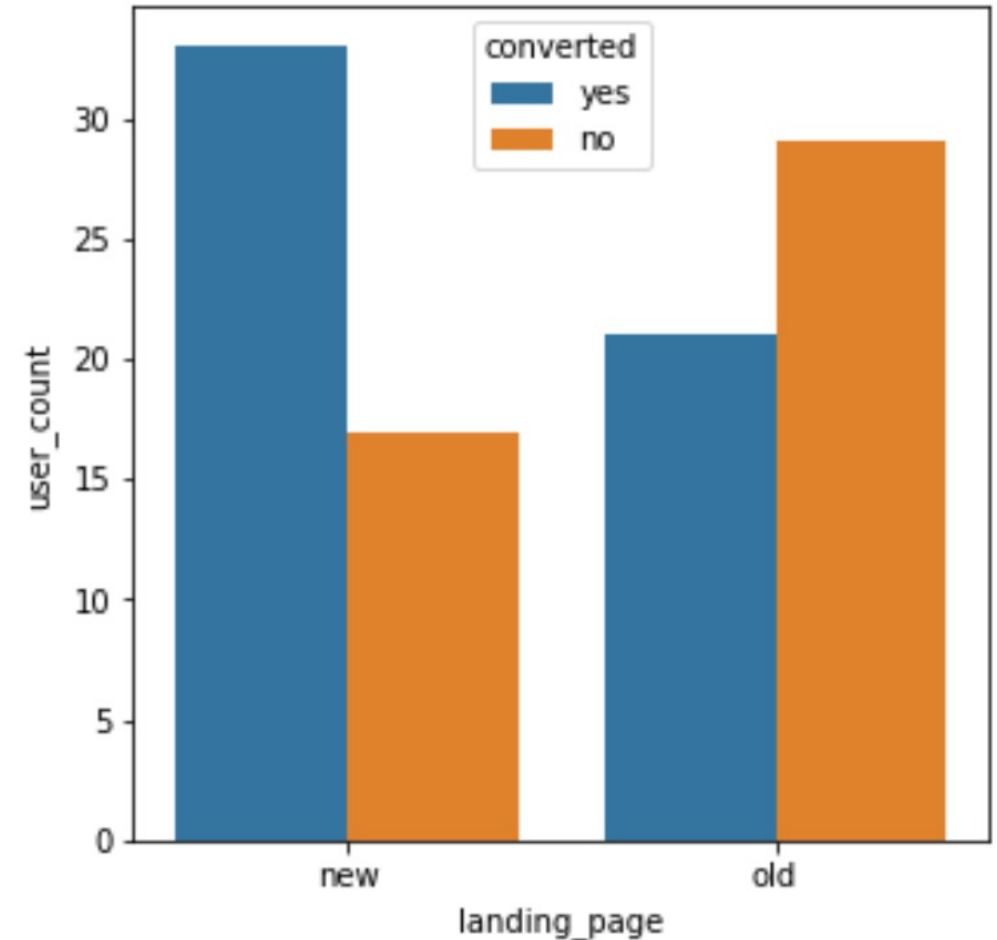
Insights – Impact of New Page on User Engagement

Does the new landing page increase user engagement on our platform ?

Yes

- Mean time spent by users on new landing page (6.22) is higher than that on old landing page (4.53) (see bar chart).

- Statistical Analysis – p-value of 0.00013 at 0.05 significance level provides enough evidence to support claim that mean time spent by users on new landing page is greater than that on the old page.
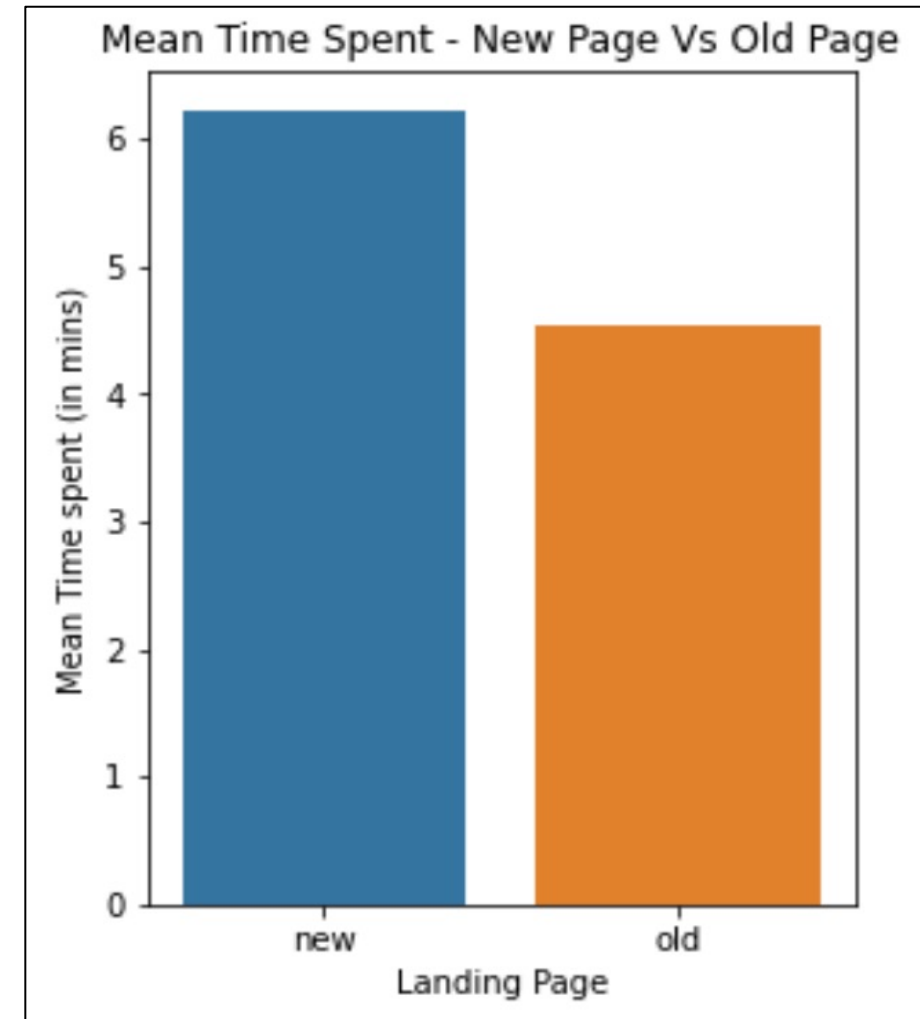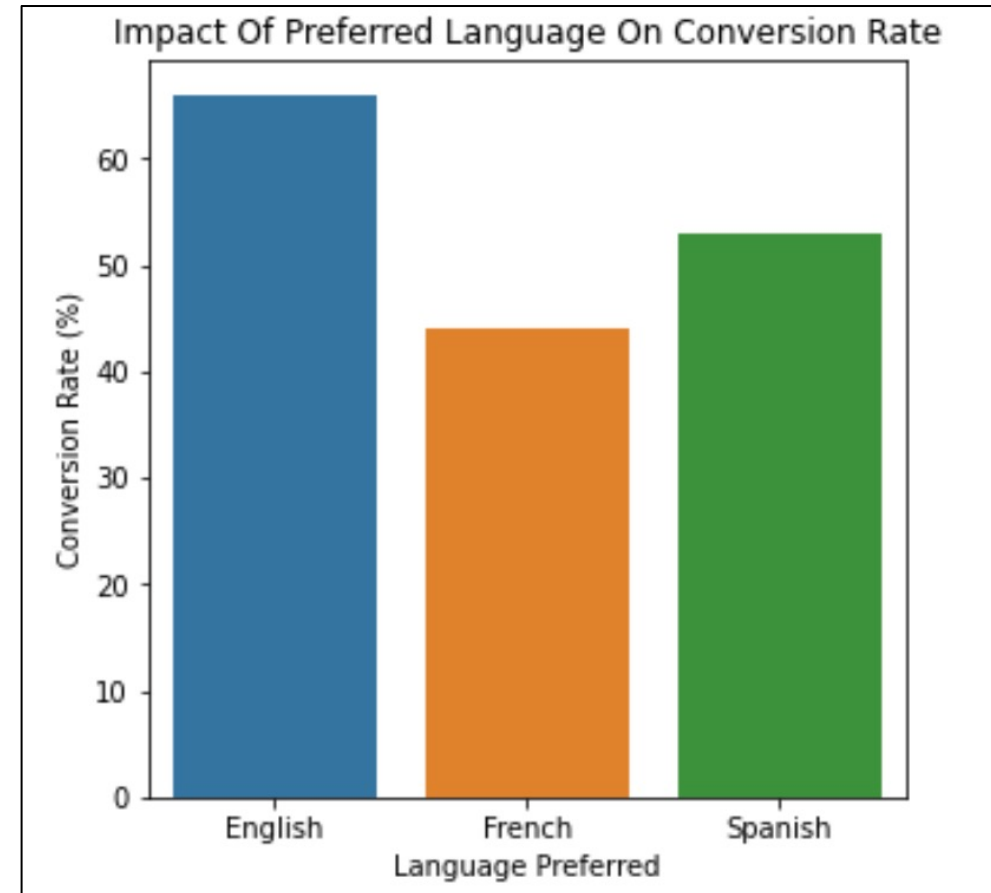
Insights – Impact of Language Of Webpage On Conversion Rate

Does the conversion depend on the language of the page ?

Not Significant Enough

- Basic analysis of data (see graph) shows that English language has higher conversion rate than others.

- Statistical Analysis – p-value of 0.213 at 0.05 significance level does not provide enough evidence to support claim that conversion rate has any dependency on the language preferred .

Insights – New Webpage Usage Pattern Across Different Languages

Do users across all preferred languages tend to spend the same amount of time on the platform ? ?

Not Significant Enough

- Basic analysis of data (see graph) shows that English language has higher usage than other languages.

- Statistical Analysis – p-value of 0.43 at 0.05 significance level does not provide enough evidence to support claim that usage pattern for one language is significantly higher than the others .

Mean time for users on new landing page
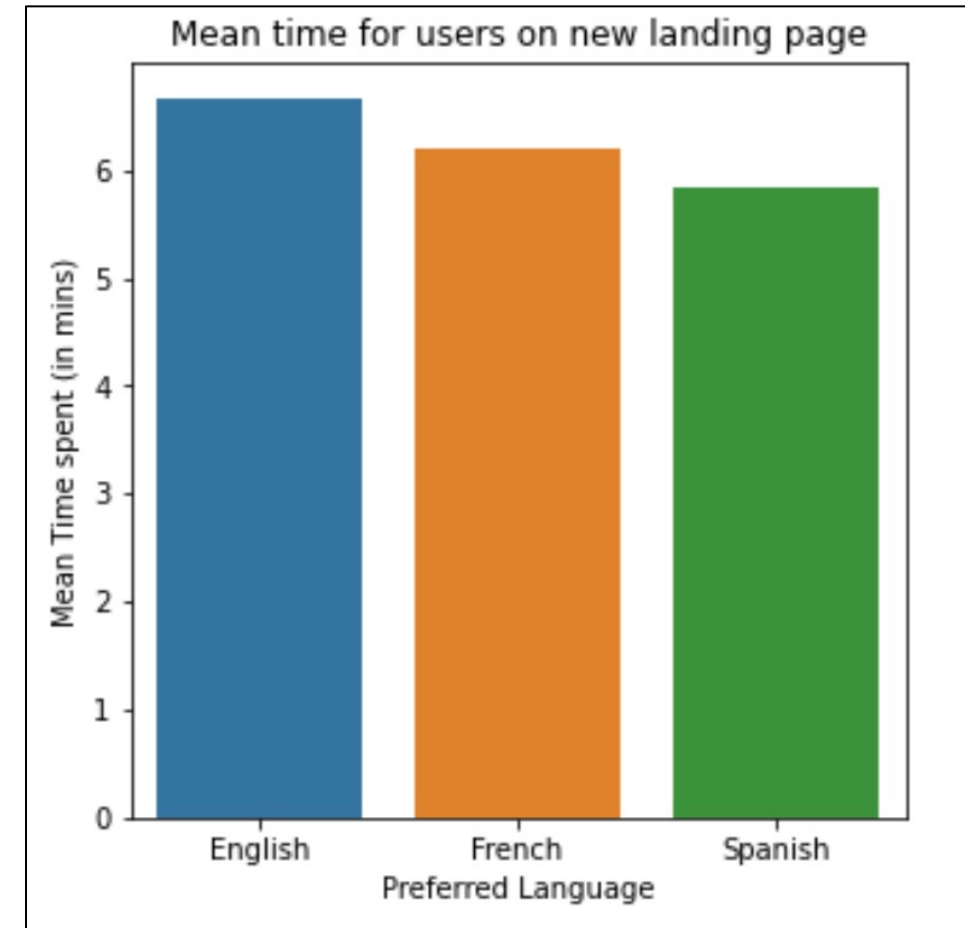
Insights – Impact of User Engagement On Conversion Rate

Do customers who spend more time on the webpage tend to convert more often than customers who spend less time ?

Yes . But might need more data points to strongly support this claim

Impact Of Time Spent On Conversion Ratio

Time Spent on Webpage Vs Converted Status
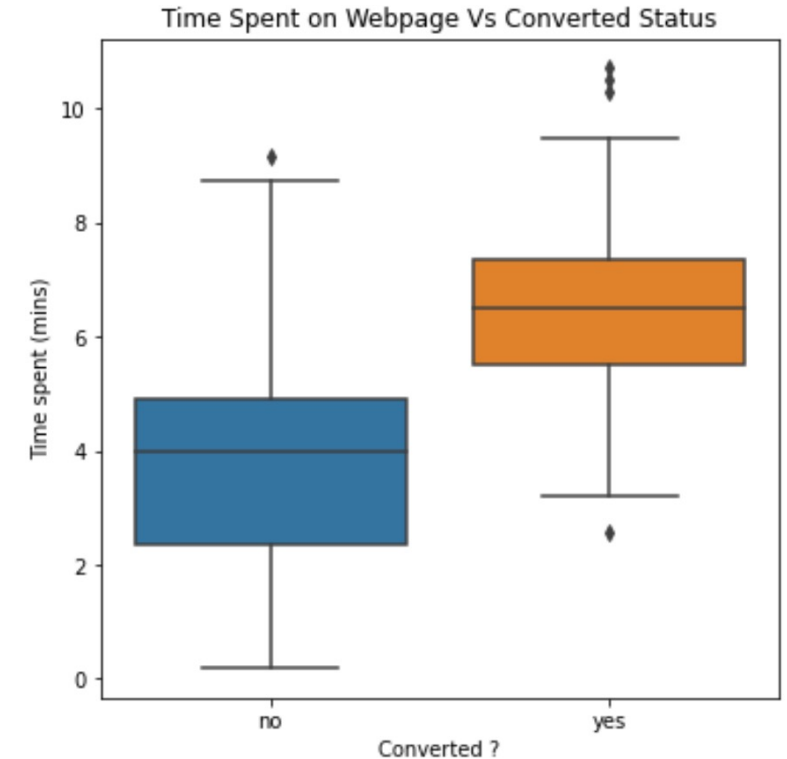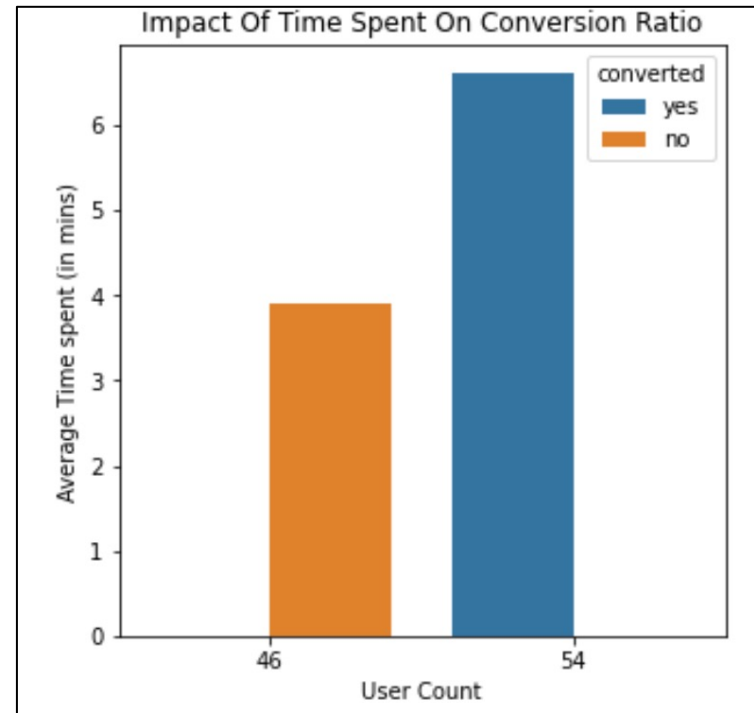
There are 54 users on an average who spent about 6.62 mins on the page got converted and 46 users on an average who spent about 3.92 mins on the page got converted. The higher the user engagement the higher the conversion. The box plot reveals a slightly wider spread of the data for users who did not convert.

Summary

Key Performance Indicators	Insights	Conclusion
Impact of New Page on Conversion Rate	Conversion for new landing page is significantly greater than that of the old landing page	Newly designed landing page appears to be effective in acquiring new users
Impact of New Page on User Engagement	User engagement is higher on the new landing page than on old landing page	New landing page is effective in improving the user engagement.
Impact of Language Of Webpage On Conversion Rate	There is not enough evidence to support the claim that conversion rate has any dependency on the language preferred	Conversion rate is independent of language of the webpage
New Webpage Usage Pattern Across Different Languages	Customers who prefer one language do not necessarily tend to use the platform more than customers with other language preference.	Webpage Language preference has no impact on time spent on the webpage
Impact of User Engagement On Conversion Rate	The users who have a higher average time spent on the webpage tend to convert more than users who spend less time.	Higher user engagement has a positive impact conversion rate

Conclusion & Recommendation

New landing page :
1. Increases Conversion Rate
2. Improves Customer Engagement

Recommendation : Recommend to launch the new landing webpage.