**Analytics Results Test**

Please create a spreadsheet that presents the results of the three emails whose statistics are provided below. Each email should be on a separate row. Your spreadsheet should include the following columns from the email statistics:

* Send date
* Subject line
* Sent count
* Number of opens
* Number of clicks
* Number of gifts
* Total Raised

You should also include the following statistics as columns. Please generate them by formulas in the function bar:

* Open rate (opens/sent)
* Clicks/sent
* Clicks/opens
* Gifts/sent
* Gifts/opens
* Gifts/clicks
* Average gift (total raised/gifts)

Finally, please also include a row that totals each statistic across the emails. Please be mindful that the totals and averages accurately reflect the aggregate amount. When appropriate, please generate through formulas.

Once you are finished making the spreadsheet, please answer the following questions. Please use the spreadsheet for questions 1-3. Please highlight your answer and give an explanation for questions 4-5.

**Email Data Results**

Send Date: 4/30/15

Subject line: Only You

Sent: 418,328

Opens: 62,676

Clicked: 3,486

Gifts: 103

Total raised: $3,189

Send Date: 4/26/15

Subject line: before midnight

Sent: 417,767

Opens: 66,396

Clicked: 2,941

Gifts: 224

Total raised: $1,478

Send Date: 4/23/15

Subject line: got a sec

Sent: 415,714

Opens: 64,347

Clicked: 2,289

Gifts: 71

Total raised: $1,283

**Questions**

1. By what percentage did the gifts/clicks ratio improve from “only you” to “before midnight”? Please show your math.

Ans: ((0.07616457 - 0.029546758)/ 0.029546758)\*100 = 157.77%

1. In the email “before midnight,” if the gift/open ratio held steady, how many opens would be required to reach 300 gifts? Please show your math.

**Ans**: here, G = gift, O = open

G/O = 0.003373697

O = 300/0.003373697 = 88923.219 opens would be required to reach 300 gifts.

1. Please rank the emails in order of best to worst performance and please explain why you selected that order.

**Ans**: **Order**: before midnight, got a sec, Only You

**Explanation**: We get this by sorting with gifts/clicks or gifts/opens. We can judge the performance of an email by how convincing it is to donate. Both the above parameters provide us with information how email is doing.

There could be several other factors to measure the performance, hence can result in different ranking of emails.

4. Should the client be concerned about the drop in average gift from the “this is crazy” email to the “one more minute” message? Please explain your answer.

|  |  |  |  |
| --- | --- | --- | --- |
| **Subject** | **Gifts** | **Raised** | **Average Gift** |
| one more minute | 70 | $2,109 | $30.13 |
| this is crazy | 51 | $2,543 | $49.86 |

**Ans**: **Explanation**: Yes, this means that quality of “this is crazy” email driving people to donate larger amounts as with only 51 gifts $2,543 is raised. In contrast, “one more minute” has got 70 gifts with only $2,109 raised.

5. How would you say the response rate for the “one more minute” message compares to the “can’t stop hitting refresh” message? Please explain your answer and show your math.

|  |  |  |  |
| --- | --- | --- | --- |
| **Subject** | **Sent** | **Open Rate** | **Response Rate** |
| one more minute | 33,251 | 21.4% | 0.12% |
| can’t stop hitting refresh | 33,160 | 22.0% | 0.08% |

a) Much better

b) Better

c) About the same

d) Worse

e) Much worse

**Ans:**

**Explanation**:

|  |  |
| --- | --- |
| **Subject** | **Responses** |
| one more minute | 0.12\*33251/100 = 40 |
| can’t stop hitting refresh | 0.08\*33160/100 = 26 |

Judging by response numbers itself, b (“Better”).