



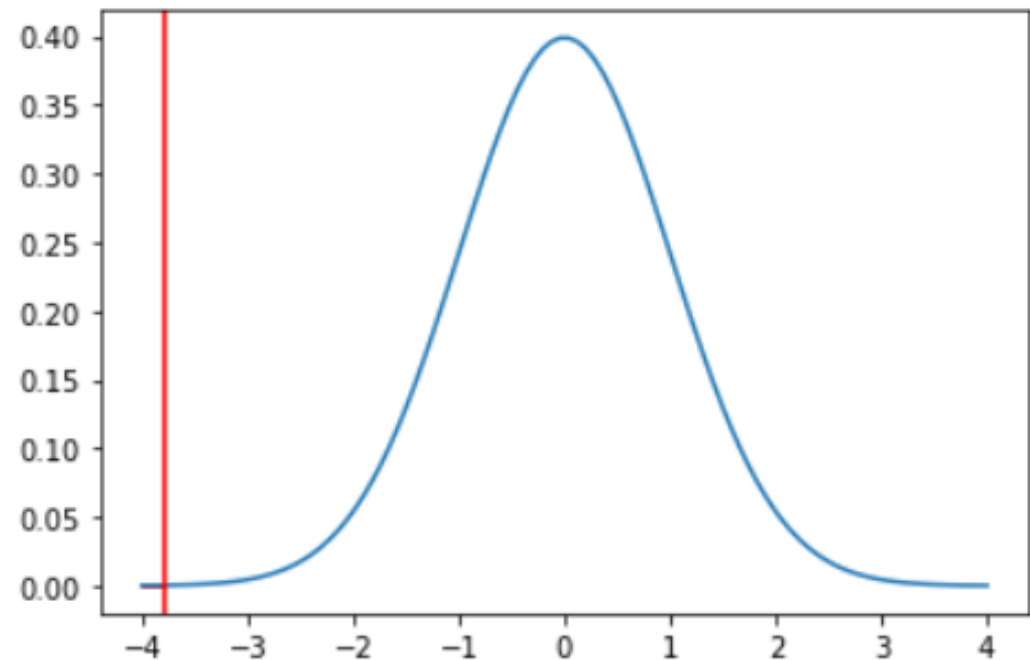
Project 2: E-news Express Project



Data Science and Business Analytics
Krithika Srinivasan

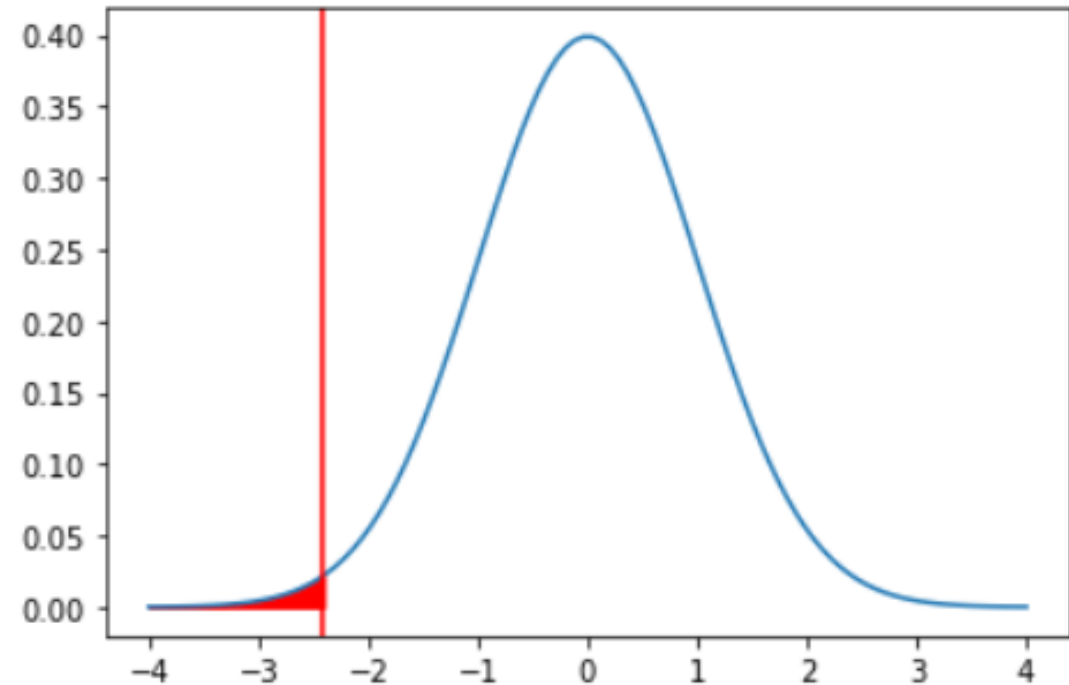
Question 1

- Do the users spend more time on the new landing page than the old landing page?
- Yes, there is enough evidence to say that users spend more time on the new landing page than the old page
- Statistical test used: T test



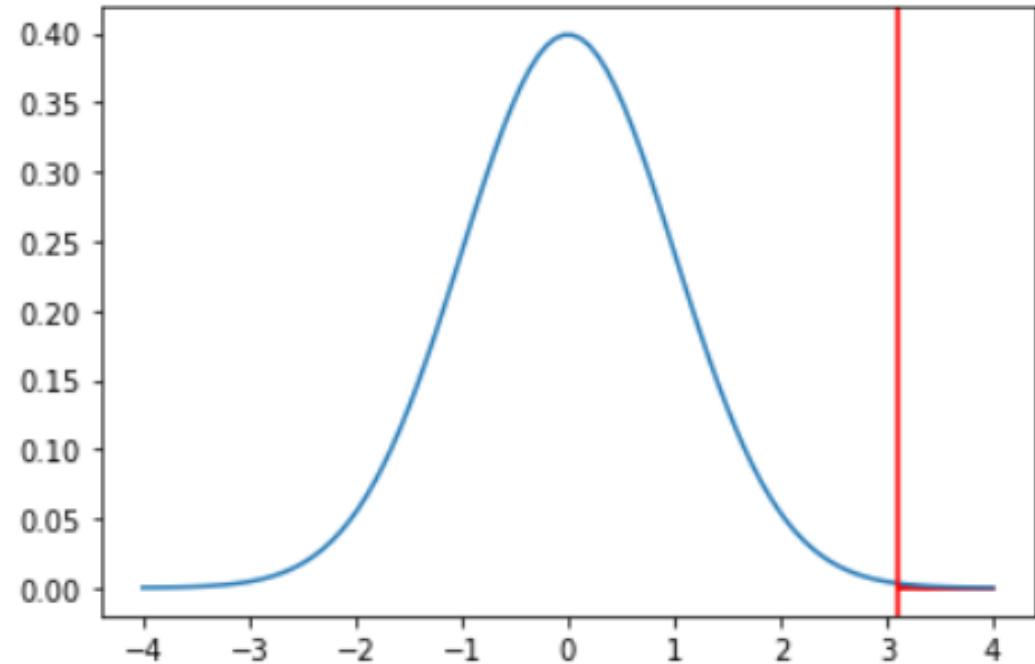
Question 2

- Is the conversion rate (the proportion of users who visit the landing page and get converted) for the new page greater than the conversion rate for the old page?
- We do not have enough evidence to say that the conversion rate for the new page is greater than the conversion rate for the old page
- Statistical test used: 2 proportions Z test



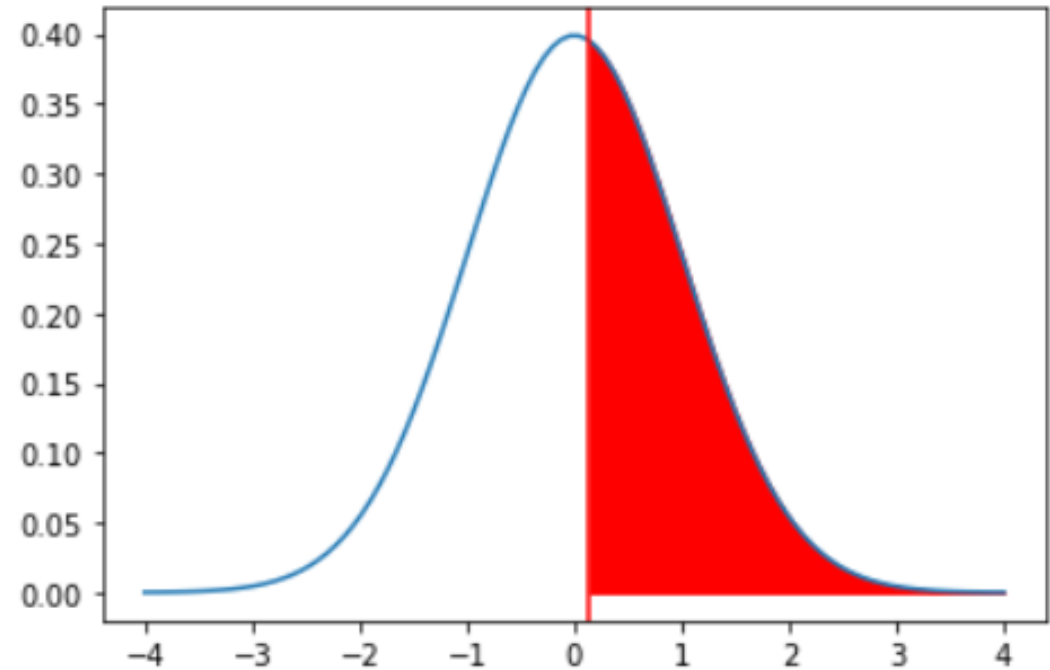
Question 3

- Does the converted status depend on the preferred language?
- No, the converted status and the preferred language are independent
- Statistical test used: Chi-squared test for independence



Question 4

- Is the mean time spent on the new page same for the different language users?
- There is not enough evidence to say that the population means are different than one another
- Statistical test used: One-way Anova



Key Insights

- From the first test, we see that users spend more time on the new landing page
- However, from the second test, we see that the conversion rate for the new page is not higher than the old one
- From the third test, we see that the conversion status does not depend on the preferred language
- From the fourth test, we see that the population means of different language users are the same