

2/2/2016

Final Project Baseline Values - Google Sheets

Final Project Baseline Values

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3	Enrollments per day:	660							
4	Click-through-probability on "Start free trial":	0.08							
5	Probability of enrolling, given click:	0.20625							
6	Probability of payment, given enroll:	0.53							
7	Probability of payment, given click	0.1093125							
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