

Date	Clicks(Cont)	Enrollments(Cont)	Clicks(Exp)	Enrollments(Ex)	PCont	Pexp	
Sat, Oct 11	687	134	686	105			
Sun, Oct 12	779	147	785	116			
Mon, Oct 13	909	167	884	145			
Tue, Oct 14	836	156	827	138			
Wed, Oct 15	837	163	832	140			
Thu, Oct 16	823	138	788	129			
Fri, Oct 17	748	146	780	127			
Sat, Oct 18	632	110	652	94			
Sun, Oct 19	691	131	697	120			
Mon, Oct 20	861	165	860	153			
Tue, Oct 21	867	196	864	143			
Wed, Oct 22	838	162	801	128			
Thu, Oct 23	665	127	642	122			
Fri, Oct 24	673	220	697	194			
Sat, Oct 25	691	176	669	127			
Sun, Oct 26	708	161	693	153			
Mon, Oct 27	759	233	771	213			
Tue, Oct 28	736	154	736	162			
Wed, Oct 29	739	196	727	201			
Thu, Oct 30	734	167	728	207			
Fri, Oct 31	706	174	722	182			
Sat, Nov 1	681	156	695	142			
Sun, Nov 2	693	206	724	182			
<b>Total</b>	<b>17,293</b>	<b>3,785</b>	<b>17,260</b>	<b>3,423</b>	0.2189	0.1983	
References:							
	Lesson 5 - Quiz - Single Metric: Example						
	Lesson 1 - Pooled Standard Error						
Pooled Standard Error							
<b>Z</b>	<b>Ppool</b>	<b>SD</b>	<b>SE</b>	<b>d</b>	<b>Lower Bound</b>	<b>Upper Bound</b>	

2.24	0.20860706	0.004371675385	0.00979255286	-0.0206	-0.0303	-0.0108
Gross Conversion is down! Probability of enrollment has declined 2%. 0 is not within the standard error for a 95%CI.						
The negative change in enrollment is statistically significant.						
Using the Bonferroni Correction, Z becomes 2.24 (5%/2) as opposed to the normal 1.96 for a 95%CI.						
The alternative hypothesis is correct. The experiment has changed the Gross Conversion (enrollment) rate.						