

Date	Clicks(Cont)	Payments(Cont)	Clicks(Exp)	Payments(Exp)	Pcont	Pexp
Sat, Oct 11	687	70	686	34		
Sun, Oct 12	779	70	785	91		
Mon, Oct 13	909	95	884	79		
Tue, Oct 14	836	105	827	92		
Wed, Oct 15	837	64	832	94		
Thu, Oct 16	823	82	788	61		
Fri, Oct 17	748	76	780	44		
Sat, Oct 18	632	70	652	62		
Sun, Oct 19	691	60	697	77		
Mon, Oct 20	861	97	860	98		
Tue, Oct 21	867	105	864	71		
Wed, Oct 22	838	92	801	70		
Thu, Oct 23	665	56	642	68		
Fri, Oct 24	673	122	697	94		
Sat, Oct 25	691	128	669	81		
Sun, Oct 26	708	104	693	101		
Mon, Oct 27	759	124	771	119		
Tue, Oct 28	736	91	736	120		
Wed, Oct 29	739	86	727	96		
Thu, Oct 30	734	75	728	67		
Fri, Oct 31	706	101	722	123		
Sat, Nov 1	681	93	695	100		
Sun, Nov 2	693	67	724	103		
Total	17293	2033	17260	1945	0.1175620193	0.1126882966
a(overall) = 0.05						
This is dependent on Enrollment. So we will use Bonferroni correction. $a = 0.05 / 2 = 0.025$						
Z = 2.24						
Pooled Standard Error						
Z	Ppool	SD	SE	d	LowerBound	UpperBound

1.96	0.1151	0.0034	0.0067	-0.0049	-0.0116	0.0019
Retention is slightly down, but not enough to prove alternative hypothesis						
The null hypothesis holds.						
Z	Ppool	SD	SE	d	Lower Bound	Upper Bound
1.9600	0.2086	0.0044	0.0086	-0.0206	-0.0291	-0.0120
1.96	0.1151	0.0034	0.0067	-0.0049	-0.0116	0.0019