Date	Clicks(Con	Enrollments(Con	Rate(Cont)	Clicks(Exp	Enrollments(Ex	Rate(Exp)	Better?
Sat, Oct 11	687	134	0.1951	686	105	0.1531	FALSE
Sun, Oct 12	779	147	0.1887	785	116	0.1478	FALSE
Mon, Oct 13	909	167	0.1837	884	145	0.1640	FALSE
Tue, Oct 14	836	156	0.1866	827	138	0.1669	FALSE
Wed, Oct 15	837	163	0.1947	832	140	0.1683	FALSE
Thu, Oct 16	823	138	0.1677	788	129	0.1637	FALSE
Fri, Oct 17	748	146	0.1952	780	127	0.1628	FALSE
Sat, Oct 18	632	110	0.1741	652	94	0.1442	FALSE
Sun, Oct 19	691	131	0.1896	697	120	0.1722	FALSE
Mon, Oct 20	861	165	0.1916	860	153	0.1779	FALSE
Tue, Oct 21	867	196	0.2261	864	143	0.1655	FALSE
Wed, Oct 22	838	162	0.1933	801	128	0.1598	FALSE
Thu, Oct 23	665	127	0.1910	642	122	0.1900	FALSE
Fri, Oct 24	673	220	0.3269	697	194	0.2783	FALSE
Sat, Oct 25	691	176	0.2547	669	127	0.1898	FALSE
Sun, Oct 26	708	161	0.2274	693	153	0.2208	FALSE
Mon, Oct 27	759	233	0.3070	771	213	0.2763	FALSE
Tue, Oct 28	736	154	0.2092	736	162	0.2201	TRUE
Wed, Oct 29	739	196	0.2652	727	201	0.2765	TRUE
Thu, Oct 30	734	167	0.2275	728	207	0.2843	TRUE
Fri, Oct 31	706	174	0.2465	722	182	0.2521	TRUE
Sat, Nov 1	681	156	0.2291	695	142	0.2043	FALSE
Sun, Nov 2	693	206	0.2973	724	182	0.2514	FALSE
Successes:		4					
Trials:		23					
Sign Test Result:		0.0026					
I ran the sign test to confirm the changes in the experiment were statistically significant.							
In the experiment sample, Gross Conversion rates were lower in 19 out of the 23 days that data was collected.							
Using the sign calculator available at this URL:							
http://graphpad.com/quickcalcs/binomial1.cfm							

I confirmed that the 2-tail P value is 0.0026. This is well above a 95% confidence interval. The alternative hypothesis holds				
This change has altered the Gross Conversion rate.				