

| 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:  |            |                 |            |            |                |           |         |
| <a href="http://graphpad.com/quickcalcs/binomial1.cfm">http://graphpad.com/quickcalcs/binomial1.cfm</a>       |            |                 |            |            |                |           |         |

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.