P7 - Sanity Checks

Date	Cookies(Cont)	Clicks(Cont)	Cookies(Exp)	Clicks(Exp)
Sat, Oct 11	7,723	687	7,716	686
Sun, Oct 12	9,102	779	9,288	785
Mon, Oct 13	10,511	909	10,480	884
Tue, Oct 14	9,871	836	9,867	827
Wed, Oct 15	10,014	837	9,793	832
Thu, Oct 16	9,670	823	9,500	788
Fri, Oct 17	9,008	748	9,088	780
Sat, Oct 18	7,434	632	7,664	652
Sun, Oct 19	8,459	691	8,434	697
Mon, Oct 20	10,667	861	10,496	860
Tue, Oct 21	10,660	867	10,551	864
Wed, Oct 22	9,947	838	9,737	801
Thu, Oct 23	8,324	665	8,176	642
Fri, Oct 24	9,434	673	9,402	697
Sat, Oct 25	8,687	691	8,669	669
Sun, Oct 26	8,896	708	8,881	693
Mon, Oct 27	9,535	759	9,655	771
Tue, Oct 28	9,363	736	9,396	736
Wed, Oct 29	9,327	739	9,262	727
Thu, Oct 30	9,345	734	9,308	728
Fri, Oct 31	8,890	706	8,715	722
Sat, Nov 1	8,460	681	8,448	695
Sun, Nov 2	8,836	693	8,836	724
Mon, Nov 3	9,437	788	9,359	789
Tue, Nov 4	9,420	781	9,427	743
Wed, Nov 5	9,570	805	9,633	808
Thu, Nov 6	9,921	830	9,842	831
Fri, Nov 7	9,424	781	9,272	767

Sat, Nov 8	9,010	756	8,969	760		
Sun, Nov 9	9,656	825	9,697	850		
Mon, Nov 10	10,419	874	10,445	851		
Tue, Nov 11	9,880	830	9,931	831		
Wed, Nov 12	10,134	801	10,042	802		
Thu, Nov 13	9,717	814	9,721	829		
Fri, Nov 14	9,192	735	9,304	770		
Sat, Nov 15	8,630	743	8,668	724		
Sun, Nov 16	8,970	722	8,988	710		
Total	345,543	28,378	344,660	28,325		

	Cont	Exp	Overall
Total Clicks	28,378	28,325	56,703
Total Cookies	345,543	344,660	690,203
Click-Thru Rate	0.0821	0.0822	0.0822

Udacity-provided samples data is highlighted in grey

To sanity check, the data, I measured the pooled standard error (at 95%CI)

Pooled SD	SQRT(P*(1-P)/N)
SE	PooledSD * Z (95%CI)

I then confirmed the control sample size (PVs and Clicks) ratios were within the lower/upper bounds of the standard error.

	SD	SE	Mean	LowerBound	UpperBound	Mean (Control)
PageViews	0.0006	0.0012	0.5	0.4988	0.5012	0.5006
Clicks	0.0021	0.0041	0.5	0.4959	0.5041	0.5005
ClickRate	0.0007	0.0013	0.0001	-0.0012	0.0014	0.0821