Product Analyst Case

Mentimeter

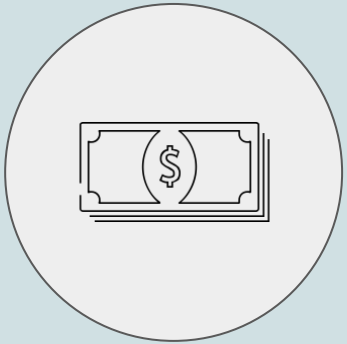
Observations and assumptions

- Differences between data in the table and funnel results

- The reason for the difference is assumed to be that users who skip a step in the funnel, will be considered to be opt out in the funnel result but in the table result the ideal user flow does not need to be followed.
  - E.g. user skip the activation phase and buy the product directly will be covered in the table result but not in the funnel result.
  - This will lead to more data points in the “table result”

- To analyse the result we only want to look at the users who have been faced the stimuli (Option A or B) and therefore we will focus on the funnel results.

Metrics for evaluation of the A/B test



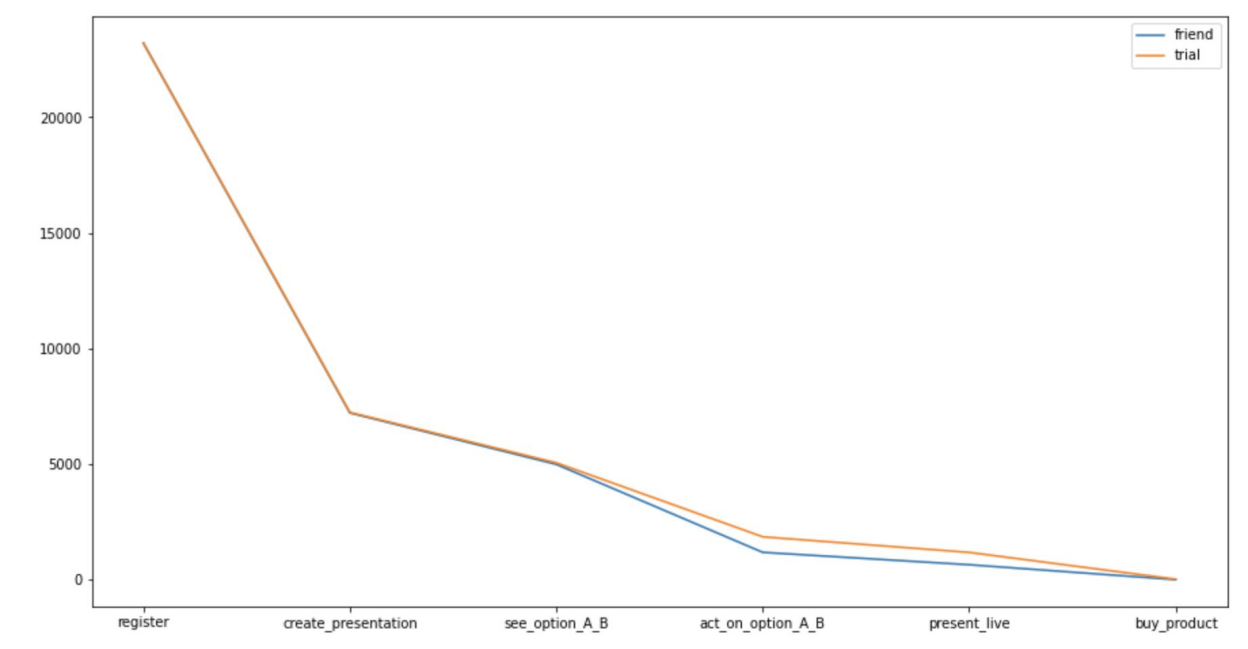
Conversion rate

Activation rate

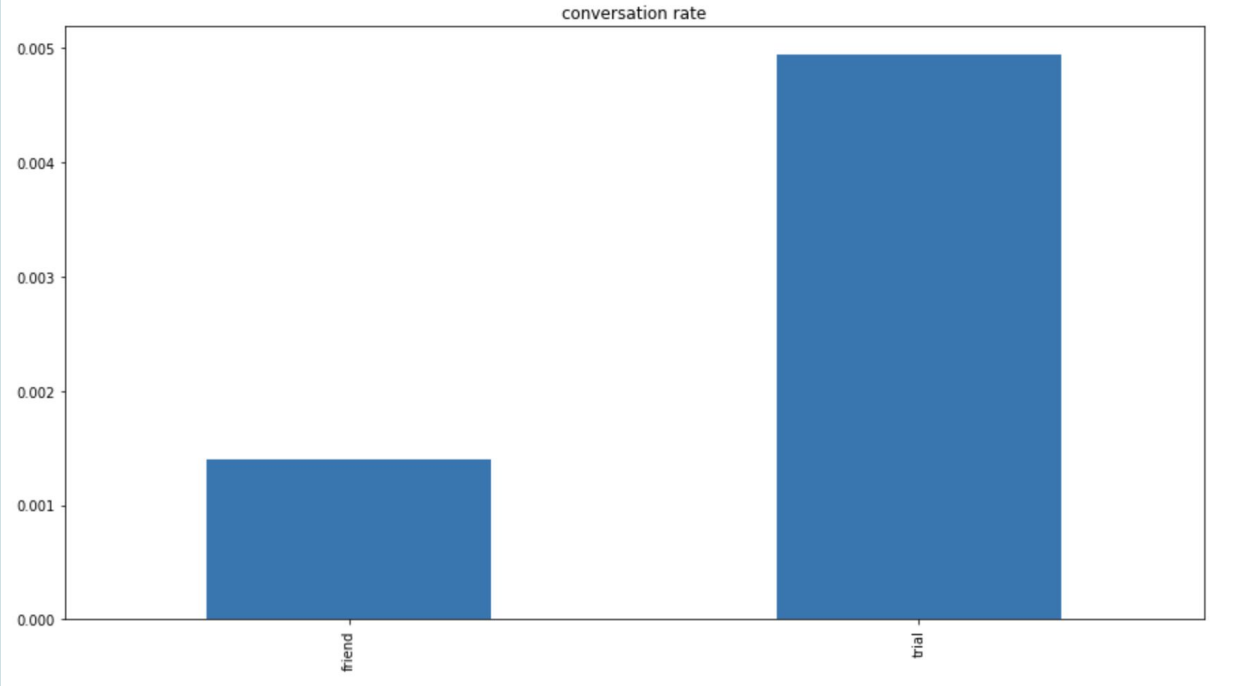
Hypotheses

H1 - Trial option increase conversion rate compared to the friend option.

H2 - Trial option increase activation rate compared to the friend option.



Trial treatment leads to higher conversion rate



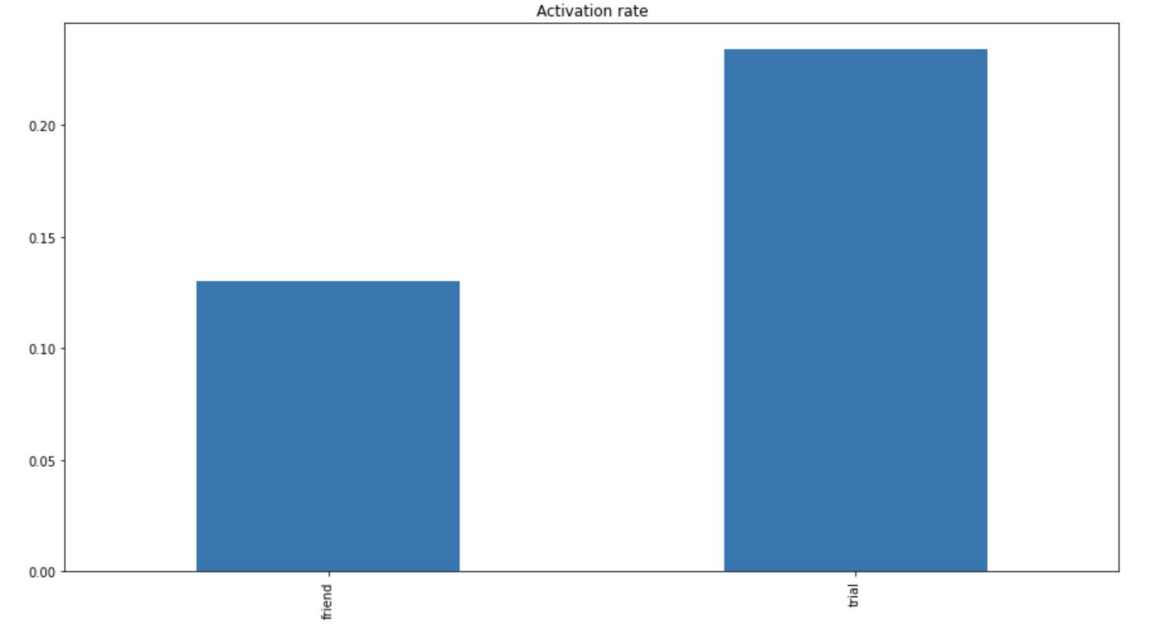
Are the results statistical significant?

Null hypotheses - The trial and friend groups give the same conversion rate.

Significance level $\alpha = 0,05$

The null hypothesis is rejected, P- value = 0,002 ($P < \alpha$) and the result is statistically significant.

Trial treatment leads to higher activation rate



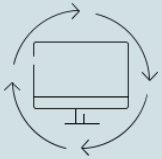
Are the results statistical significant?

Null hypotheses - The trial and friend groups give the same activation rate.

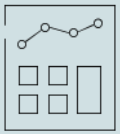
Significance level $\alpha = 0,05$

The null hypothesis is rejected, P- value = 0,000 ($P < \alpha$) and the result is statistically significant.

Recommendation



Roll out trial treatment for all user (based on the assumptions and findings from my analysis, but optimal to re-do the test with some changes)



Create a new test with 25 K users in each group reaching the slide limit phase and calculate the nbr of users who face the stimuli to analysis the table results where we have financial data.

Discussion points

- Pros and cons using the funnel or treatment results
- Compare the results to baseline/current solution
- Want to compare financial values but don’t have the total nbr of user who faced the stimuli (in the table data)