

# Notes on HeroX project

April 10, 2017

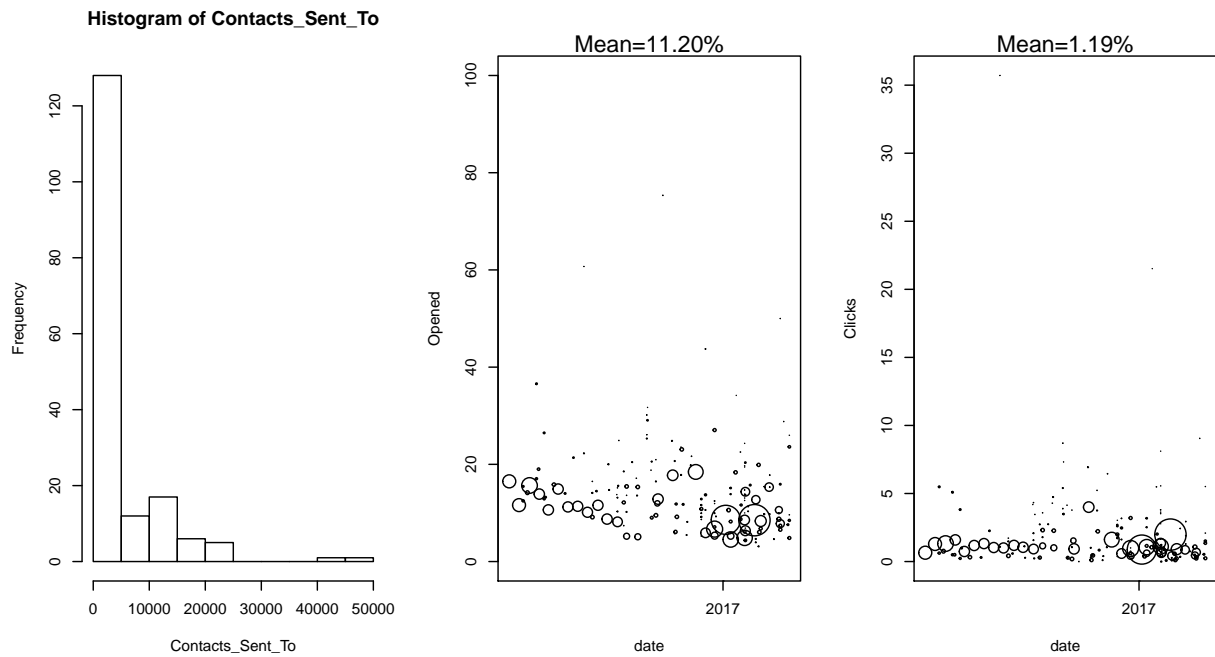


Figure 1: Contacts sent to, emails opened, clicks.

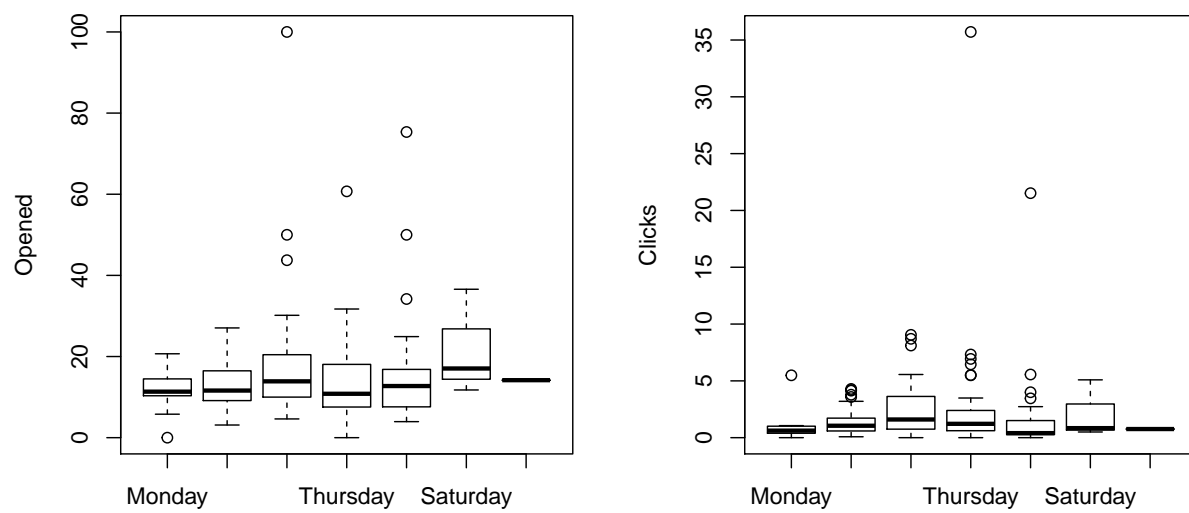


Figure 2: Days of the week

```
##
## Call:
## lm(formula = Opened ~ wdays + sender + contacts_qtl, weights = Contacts_
##
## Weighted Residuals:
##      Min      1Q  Median      3Q      Max
## -895.35 -185.59  -25.23  129.24 1108.46
##
## Coefficients:
##              Estimate Std. Error t value Pr(>|t|)
## (Intercept)      21.3115      5.0369   4.231 3.98e-05 ***
## wdaysTuesday     -0.2467      2.9371  -0.084 0.93318
## wdaysWednesday    -0.1243      2.8906  -0.043 0.96576
## wdaysThursday     -1.9698      2.9151  -0.676 0.50022
## wdaysFriday       -0.3562      3.0250  -0.118 0.90641
## wdaysSaturday      7.6469      4.8809   1.567 0.11923
## wdaysSunday       3.1772      5.5388   0.574 0.56706
## senderLiz         -4.2471      3.0070  -1.412 0.15985
## senderMaureen     -0.8274      2.2901  -0.361 0.71839
## senderNidhi       -1.5327      2.9236  -0.524 0.60085
## contacts_qtl(683,1.72e+03] -5.3408      3.9946  -1.337 0.18319
## contacts_qtl(1.72e+03,4.96e+03] -6.2627      3.7495  -1.670 0.09690 .
## contacts_qtl(4.96e+03,4.56e+04] -9.4913      3.6359  -2.610 0.00994 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 351.4 on 154 degrees of freedom
## Multiple R-squared:  0.1454, Adjusted R-squared:  0.07877
## F-statistic: 2.183 on 12 and 154 DF, p-value: 0.01501
##
## Call:
## lm(formula = Clicks ~ wdays + sender + contacts_qtl, weights = Contacts_
##
## Weighted Residuals:
##      Min      1Q  Median      3Q      Max
## -133.01  -31.71   -5.89   19.16  348.32
```

```
##
## Coefficients:
##
##           Estimate Std. Error t value Pr(>|t|)
## (Intercept)      3.10165    0.89708   3.458 0.000705 ***
## wdaysTuesday    -0.22239    0.52309  -0.425 0.671324
## wdaysWednesday   0.06039    0.51483   0.117 0.906766
## wdaysThursday   -0.03675    0.51918  -0.071 0.943662
## wdaysFriday     -0.04405    0.53875  -0.082 0.934946
## wdaysSaturday    0.56438    0.86929   0.649 0.517149
## wdaysSunday     -0.47362    0.98646  -0.480 0.631824
## senderLiz        -0.30901    0.53555  -0.577 0.564780
## senderMaureen     0.51875    0.40787   1.272 0.205341
## senderNidhi       0.93975    0.52070   1.805 0.073061 .
## contacts_qtl(683,1.72e+03] -1.89901    0.71143  -2.669 0.008417 **
## contacts_qtl(1.72e+03,4.96e+03] -2.45798    0.66779  -3.681 0.000321 ***
## contacts_qtl(4.96e+03,4.56e+04] -2.38678    0.64755  -3.686 0.000315 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 62.58 on 154 degrees of freedom
## Multiple R-squared:  0.1612, Adjusted R-squared:  0.09588
## F-statistic: 2.467 on 12 and 154 DF,  p-value: 0.005649
```

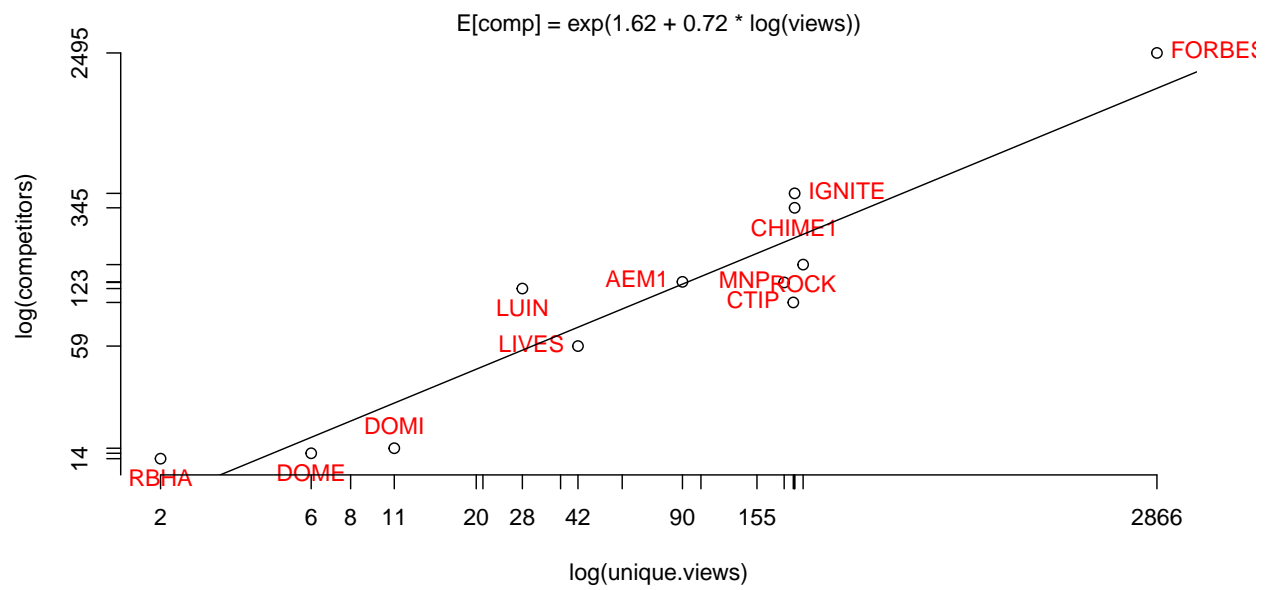


Figure 3: Relationship between competitors and unique visits.

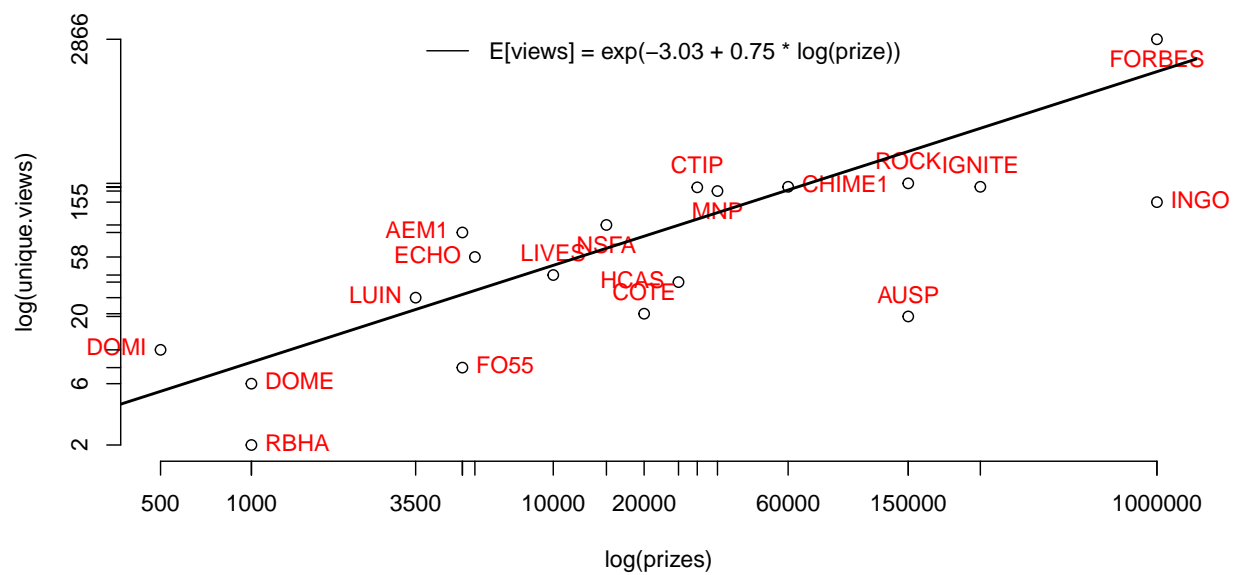


Figure 4: Relationship between prize pool and unique visits.