

# Strategy

01

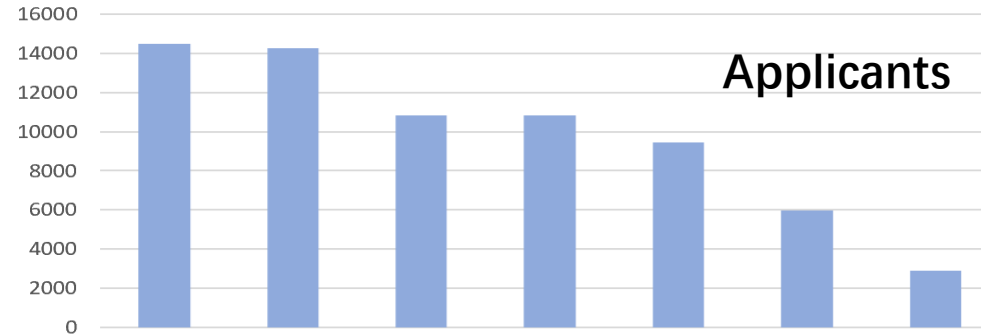
What if initiating background check earlier?

application\_date  
card\_mailed\_date  
card\_activation\_date  
background\_check\_initiated\_date  
background\_check\_completed\_date  
orientation\_completed\_date  
first\_batch\_completed\_date

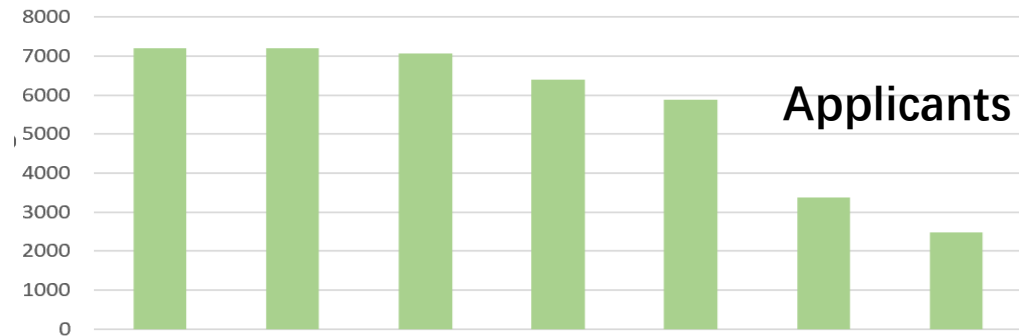
02

application\_date  
background\_check\_initiated\_date  
card\_mailed\_date  
background\_check\_completed\_date  
card\_activation\_date  
orientation\_completed\_date  
first\_batch\_completed\_date

Control group



Treatment group



	Applicants	Success	cvr
Control	14501	2873	19.8%
Treatment	7197	2471	34.3%

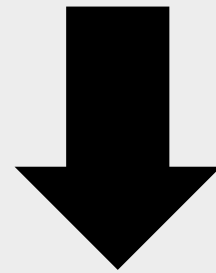
Increase 14.5%

group	#applicant (sample size)	#completed first batch	conversion rate	#days from application to first batch completion	#days from both completion (card activation, background check) to first batch completion
control	10,024	2,678	26.7%	10.2 days	1.95 days
treatment	4,958	2,115	42.7%	7.1 days	2.00 days
conclusion			conversion rate significantly increased (z score 19.2; significant at 90%)	accelerated the hiring process significantly	stimulate shopper to start more quickly insignificantly

N1=14501    C1=1873    P1=19.8%

N2=7179    C2=2471    P2=34.3%

d =14.5%

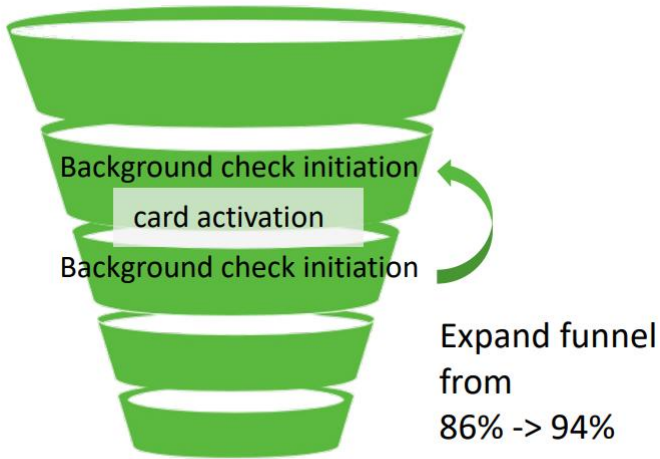


Z score = 22.3

Confidence Interval(\*95%)  
(0.132, 0.158)

card activation rate						
group	overall	job site search	shopper referral bonus	social media	web search engine	Dollar efficiency
control	86%	67%	96%	96%	83%	\$96
treatment	94%	87%	97%	98%	94%	\$70

It is effective considered of the z score and the funnel

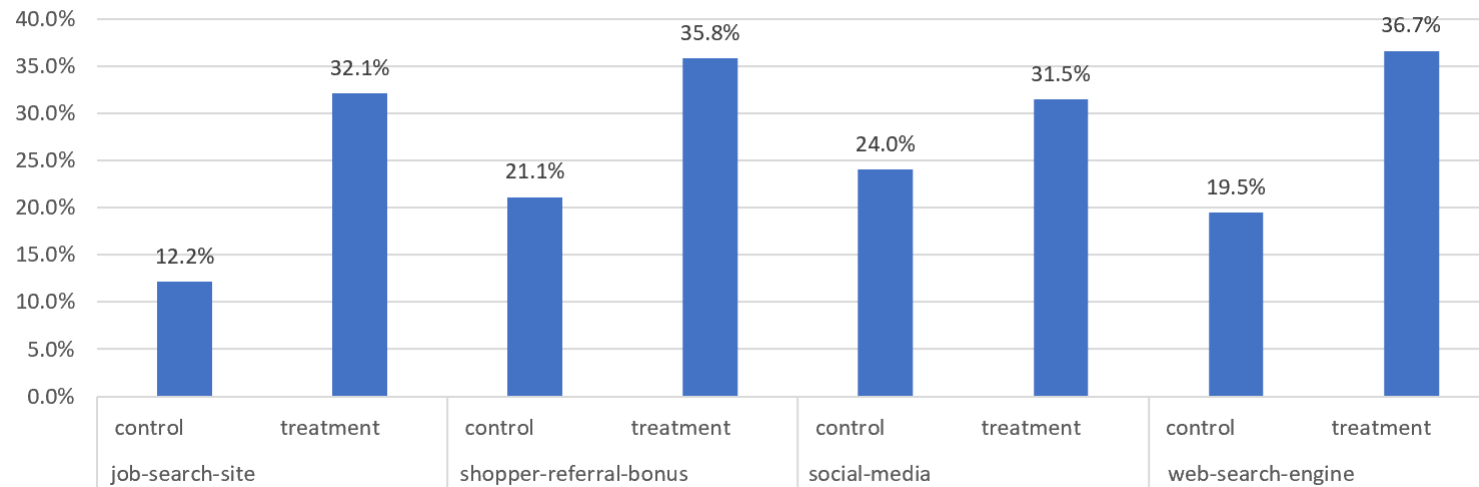


# Different Channel

job-search-site	19.9%
shopper-referral-bonus	14.7%
social-media	7.5%
web-search-engine	17.2%

求和项:cvr

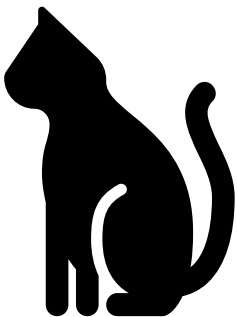
cvr



The strategy is more efficient in

- job-search-site
- web-search-engine

# Recommendation



1. The conversion rate in social media channel is much lower than average

group	socia media conversion rate	overall
control	17%	27%
treatment	20%	43%

If this channel is paid advertising, we should evaluate the ROI, which cost is channel acquisition cost + \$30 background fee, etc. to check if the social media channel is an effective way to attract potential shoppers

2. To perform A/B Test to evaluate if mandatory orientation would improve the conversion rate

control group	successful hiring	not successful huring
orientation completed	47%	42%
no orientation	53%	58%