

## **GROUP (UP TO 3 PEOPLE) WEB ANALYTICS ASSIGNMENT #2 (30 POINTS)**

**DUE DATE: Wednesday, 6/9/2021**

**Each group only needs to submit one copy**

- **This assignment will analyze the data (RestaurantGrades-XLS-ENG.xls), interpret the results, and make recommendation from the Case: RestaurantGrades (HBS 9-916-038). Please read the case carefully first to do this assignment!**
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1. In the exercise (experiment), which outcome variable is most useful to consider? Are there other outcome variables that you think would be useful to measure? Please support your answers with some data analysis **(10 points)**
  
  2. Do you observe different (statistically meaningful) results for chain and independent restaurants? Please support your answers with some data analysis. Based on your results, what would be your recommendations for the platform? **(10 points)**
  
  3. Should RestaurantGrades stick with their current design or switch to the alternative? How confident are you of your decision, and what are possible concerns you may have? What can be done to address your concerns (please be specific on your solutions). **(10 points)**