

Two Independent Proportions Z Test - p Value less than 0.05			Two Independent Means T Test - p Value less than 0.05		
Category	Z-score	p-value	Category	p-value	95% confidence interval
Aus - People and Blogs	-2.29	0.02187555	Aus - People and Blogs	0.0227	(-0.24820800, -0.01898142)
Aus - People and Blogs	-2.78	0.005443847	Can - Travel	0.02611	(-0.22233944, -0.01430649)
Can - HowTo + Style	-2.03	0.04260338	Can - HowTo + Style	0.0358	(-0.238966517, -0.008340396)
Can - HowTo + Style	-2.4	0.01622942	Can - HowTo + Style	0.004113	(-0.31987390, 0.06355277)
Can - Science and Tech	2.22	0.02666641	India - People and Blogs	0.00706	(0.04099899, 0.25445225)
India - People and Blogs	3.04	0.002335186	India - News	8.119*10 ⁻⁵	(0.1039827, 0.2991390)
India - News	5.16	2.529757*10 ⁻⁷	India - News	0.005954	(0.0577894, 0.3237589)
India - News	2.49	0.01291257	UK - Entertainment	0.001653	(-0.286871516, -0.06839027)
UK - Music	-1.99	0.04650481	UK - Entertainment	0.01599	(-0.25108396, -0.02651152)
UK - People and Blogs	-1.97	0.04870161	UK - HowTo + Style	0.01966	(-0.25493140, -0.02273949)
UK - Entertainment	-3.68	2.32E-05	US - Science and Tech	0.03138	(-0.23154610, -0.01101184)
UK - Entertainment	-3.15	0.001617621	null	null	null
UK - News	-2.04	0.04093821	null	null	null
UK - HowTo + Style	-1.99	0.04639595	null	null	null
US - Science and Tech	-1.97	0.0484472	null	null	null

Two Independent Proportions Z Test - All			Two Independent Means T Test - All		
Category	Z-score	p-value	Category	p-value	95% confidence interval
Aus - Music	0.7	0.4869917	Aus - Music	0.5031	(-0.1113696, 0.2244293)
Aus - Music	1.05	0.2941816	Aus - Music	0.1054	(-0.02978651, 0.30407453)
Aus - Travel	0.23	0.8207221	Aus - Travel	0.7682	(-0.09917629, 0.13397387)
Aus - Travel	1.11	0.2656991	Aus - Travel	0.5698	(-0.1038963, 0.1864422)
Aus - People and Blogs	-2.29	0.02187555	Aus - People and Blogs	0.0227	(-0.24820800, -0.01898142)
Aus - People and Blogs	-2.78	0.005443847	Aus - People and Blogs	0.06033	(-0.297438792, 0.006599599)
Aus - Entertainment	0.29	0.7742342	Aus - Entertainment	0.9537	(-0.1291382, 0.1217699)
Aus - Entertainment	-0.67	0.5058755	Aus - Entertainment	0.4515	(-0.21161380, 0.09568422)
Aus - News	-1.43	0.1521819	Aus - News	0.304	(-0.20744376, 0.06541624)
Aus - News	0.01	0.993695	Aus - News	0.8671	(-0.1370156, 0.1620812)
Aus - HowTo + Style	0.44	0.6631278	Aus - HowTo + Style	0.428	(-0.06797416, 0.15928481)
Aus - HowTo + Style	1	0.3179875	Aus - HowTo + Style	0.2184	(-0.05475695, 0.23315705)
Aus - Education	0.97	0.3332287	Aus - Education	0.1867	(-0.0393781, 0.1997067)
Aus - Education	1.46	0.1450705	Aus - Education	0.114	(-0.02299678, 0.20961721)
Aus - Science and Tech	-0.09	0.9280478	Aus - Science and Tech	0.534	(-0.2161129, 0.1128905)
Aus - Science and Tech	0.44	0.6603498	Aus - Science and Tech	0.9112	(-0.1702012, 0.1903311)
Aus - All	-1.72	0.08574919	Aus - All	0.3837	(-0.17292274, 0.06696311)
Aus - All	-0.93	0.3507096	Aus - All	0.5157	(-0.19234172, 0.09784618)
Can - Music	-0.07	0.9435469	Can - Music	0.7898	(-0.1391217, 0.1060367)
Can - Music	-0.26	0.7962746	Can - Music	0.7376	(-0.1153392, 0.1618364)
Can - Travel	-0.69	0.489979	Can - Travel	0.02611	(-0.22233944, -0.01430649)
Can - Travel	-0.03	0.9728498	Can - Travel	0.2925	(-0.20038455, 0.06173478)
Can - People and Blogs	0.44	0.6600665	Can - People and Blogs	0.5846	(-0.0871798, 0.15309478)

Two Independent Proportions Z Test - All			Two Independent Means T Test - All		
Aus - All	-1.72	0.08574919	Aus - All	0.3837	(-0.17292274, 0.06696311)
Aus - All	-0.93	0.3507096	Aus - All	0.5157	(-0.19234172, 0.09784618)
Can - Music	-0.07	0.9435469	Can - Music	0.7898	(-0.1391217, 0.1060367)
Can - Music	-0.26	0.7962746	Can - Music	0.7376	(-0.1153392, 0.1618364)
Can - Travel	-0.69	0.489979	Can - Travel	0.02611	(-0.22233944, -0.01430649)
Can - Travel	-0.03	0.9728498	Can - Travel	0.2925	(-0.20038455, 0.06173478)
Can - People and Blogs	0.44	0.6600665	Can - People and Blogs	0.5846	(-0.0871798, 0.15309478)
Can - People and Blogs	1.31	0.190062	Can - People and Blogs	0.6736	(-0.1156934, 0.1774030)
Can - Entertainment	-1.11	0.2681406	Can - Entertainment	0.6789	(-0.14577412, 0.0924471)
Can - Entertainment	0.31	0.7585481	Can - Entertainment	0.9445	(-0.1507601, 0.1616174)
Can - News	-1.54	0.1232454	Can - News	0.2888	(-0.17468739, 0.05245006)
Can - News	-1.5	0.1328008	Can - News	0.1088	(-0.21914523, 0.02252167)
Can - HowTo + Style	-2.03	0.04260338	Can - HowTo + Style	0.0358	(-0.238966517, -0.008340396)
Can - HowTo + Style	-2.4	0.01622942	Can - HowTo + Style	0.004113	(-0.31987390, 0.06355277)
Can - Education	0.74	0.4583945	Can - Education	0.1885	(-0.03776761, 0.18962897)
Can - Education	0.62	0.5369762	Can - Education	0.2093	(-0.04993426, 0.22209546)
Can - Science and Tech	1.58	0.1150569	Can - Science and Tech	0.175	(-0.03980387, 0.21585451)
Can - Science and Tech	2.22	0.02666641	Can - Science and Tech	0.05426	(-0.002706989, 0.287478040)
Can - All	0.8	0.4263097	Can - All	0.4653	(-0.07046957, 0.15322603)
Can - All	0.52	0.5996619	Can - All	0.8404	(-0.1392708, 0.1137657)
Ind - Music	0.48	0.6318225	Ind - Music	0.2999	(-0.0520926, 0.1676980)
Ind - Music	0.91	0.3617704	Ind - Music	0.1641	(-0.03923456, 0.22469084)
India - Travel	0.93	0.3530866	India - Travel	0.3971	(-0.06666182, 0.16690022)
India - Travel	0.34	0.7328593	India - Travel	0.9267	(-0.1397963, 0.1274092)

Two Independent Proportions Z Test - All			Two Independent Means T Test - All		
India - People and Blogs	3.04	0.002335186	India - People and Blogs	0.00706	(0.04099899, 0.25445225)
India - People and Blogs	1.42	0.1553692	India - People and Blogs	0.1438	(-0.03222438, 0.21521685)
India - Entertainment	1.19	0.2348209	India - Entertainment	0.1389	(-0.02808331, 0.19892515)
India - Entertainment	0.15	0.8845253	India - Entertainment	0.8989	(-0.1537038, 0.1353658)
India - News	5.16	2.529757×10^{-7}	India - News	8.119×10^{-5}	(0.1039827, 0.2991390)
India - News	2.49	0.01291257	India - News	0.005954	(0.0577894, 0.3237589)
India - HowTo + Style	-0.3	0.763698	India - HowTo + Style	0.8059	(-0.1062167, 0.1363966)
India - HowTo + Style	0.39	0.6979825	India - HowTo + Style	0.3229	(-0.06590638, 0.19656067)
India - Education	1.76	0.07916519	India - Education	0.07121	(-0.007984541, 0.190110330)
India - Education	0.56	0.5732257	India - Education	0.709	(-0.09918976, 0.14470380)
India - Science and Tech	-0.08	0.9349053	India - Science and Tech	0.9887	(-0.1213397, 0.1196167)
India - Science and Tech	-1	0.3179875	India - Science and Tech	0.8133	(-0.1661403, 0.1310600)
India - All	1.92	0.05457756	India - All	0.2285	(-0.0472999, 0.1962048)
India - All	1.1	0.27013	India - All	0.796	(-0.1272904, 0.1651091)
UK - Music	-1.23	0.2191702	UK - Music	0.1791	(-0.2054222, 0.0387348)
UK - Music	-1.99	0.04650481	UK - Music	0.0718	(-0.24449090, 0.01060667)
UK - Travel	0.61	0.5433762	UK - Travel	0.7235	(-0.09273624, 0.13319842)
UK - Travel	1.19	0.2349179	UK - Travel	0.2164	(-0.04458545, 0.19385740)
UK - People and Blogs	1.02	0.3093008	UK - People and Blogs	0.4671	(-0.07240725, 0.15694222)
UK - People and Blogs	-1.97	0.04870161	UK - People and Blogs	0.7741	(-0.1046391, 0.1400507)
UK - Entertainment	-3.68	2.32E-05	UK - Entertainment	0.001653	(-0.286871516, -0.06839027)
UK - Entertainment	-3.15	0.001617621	UK - Entertainment	0.01599	(-0.25108396, -0.02651152)
UK - News	0.91	0.3634454	UK - News	0.3148	(-0.05914756, 0.18220701)
UK - News	-2.04	0.04093821	UK - News	0.3801	(-0.07344867, 0.19032887)

Two Independent Proportions Z Test - All			Two Independent Means T Test - All		
UK - HowTo + Style	-0.76	0.4476708	UK - HowTo + Style	0.2647	(-0.18050624, 0.05001265)
UK - HowTo + Style	-1.99	0.04639595	UK - HowTo + Style	0.01966	(-0.25493140, -0.02273949)
UK - Education	-0.11	0.9104055	UK - Education	0.7292	(-0.10706944, 0.07512572)
UK - Education	-0.45	0.6558443	UK - Education	0.4701	(-0.06508533, 0.13962780)
UK - Science and Tech	-1.32	0.1870031	UK - Science and Tech	0.3932	(-0.17326427, 0.06856293)
UK - Science and Tech	-0.29	0.7756105	UK - Science and Tech	0.5551	(-0.17030291, 0.09218303)
UK - All	-0.63	0.5312012	UK - All	0.4209	(-0.17006484, 0.07148561)
UK - All	-0.06	0.9531014	UK - All	0.9953	(-0.1413810, 0.1422215)
US - Music	0.34	0.7341715	US - Music	0.791	(-0.1093453, 0.1432249)
US - Music	-0.27	0.7896996	US - Music	0.8359	(-0.1410260, 0.1142872)
US - Travel	0.68	0.4984152	US - Travel	0.1814	(-0.04274451, 0.22364743)
US - Travel	1.17	0.2438481	US - Travel	0.1716	(-0.04260254, 0.23574101)
US - People and Blogs	-1.5	0.1332855	US - People and Blogs	0.8172	(-0.08407956, 0.10637403)
US - People and Blogs	-1.61	0.1081167	US - People and Blogs	0.6243	(-0.1263419, 0.0762046)
US - Entertainment	1.04	0.2994661	US - Entertainment	0.1503	(-0.03089568, 0.19889013)
US - Entertainment	0.17	0.8631143	US - Entertainment	0.4768	(-0.07097912, 0.15098488)
US - News	1.51	0.1310897	US - News	0.195	(-0.04643392, 0.22534759)
US - News	0.43	0.6661124	US - News	0.5096	(-0.09242914, 0.18504418)
US - HowTo + Style	-0.14	0.8849523	US - HowTo + Style	0.735	(-0.08987314, 0.12705021)
US - HowTo + Style	-0.71	0.4766607	US - HowTo + Style	0.3883	(-0.16017409, 0.06277054)
US - Education	0.41	0.6834612	US - Education	0.9258	(-0.1144924, 0.1041882)
US - Education	-0.09	0.9286595	US - Education	0.8867	(-0.1235517, 0.1069695)
US - Science and Tech	-1.97	0.0484472	US - Science and Tech	0.03138	(-0.23154610, -0.01101184)
US - Science and Tech	-1.93	0.0530838	US - Science and Tech	0.08128	(-0.21146936, 0.01256699)