Bias Drill

1. Bath usage is expected to be seasonal

Assumptions:

More people takes bath in winter and shower over the summer

More likely people to be open the email during the winter

Also, February and May may be impacted differently by holidays

1. People who are visiting the clinic are more likely to suffer by anxiety…than the total population
2. Need to validate that this increase of traffic in the website is atypical.

Other factors could explain the increase of website visits. (Seasonality, other marketing activities…)

1. Loyalty program is a long term investment, we don’t see result in the first week…

Need to understand how many customers have actually subscribed to the loyalty program.