

Unit of analysis and unit of diversion

When would you expect the analytic variance to match the empirical variance?

☐ Metric: click-through-rate = $\frac{\# \text{clicks}}{\# \text{pageviews}}$
Unit of diversion: cookie

☐ Metric: #cookies that view homepage
Unit of diversion: pageview

☒ Metric: $\frac{\# \text{users who sign up for coaching}}{\# \text{users enrolled in any course}}$
Unit of diversion: user-id