Choosing Metrics

· Update a description on the course list page

3

· Increase size of "Start Now" button

2

· Explain benefits of paid service

5

- 1. Click-through-rate on "Start Now" button
- 2. Click-through-probability on "Start Now" button
- 3. Probability of praynessing from course list to course page
- 4. Probability of progressing from course page to enrolling
- 5. Probability that enrolled student Pays for coaching