



Sign Tests

Run a sign test on each of your evaluation metrics using the day-by-data data. Enter each p-value, and indicate whether each result is statistically significant.

Did you use the Bonferroni correction? ☐ Yes ☒ No

	p-value	Statistical significance
• Number of cookies	<input type="text"/>	<input type="checkbox"/>
• Number of user-ids	<input type="text"/>	<input type="checkbox"/>
• Number of clicks on "Start free trial"	<input type="text"/>	<input type="checkbox"/>
• Click-through-probability on "Start free trial"	<input type="text"/>	<input type="checkbox"/>
• Gross conversion	0.0026	<input checked="" type="checkbox"/>
• Retention	<input type="text"/>	<input type="checkbox"/>
• Net conversion	0.6776	<input type="checkbox"/>