



Calculating standard deviation

For each metric you selected as an evaluation metric, make an analytic estimate of its standard deviation, given a sample size of 5000 cookies visiting the course overview page. Enter each estimate in the appropriate box to 4 decimal places.

- Number of cookies
- Number of user-ids
- Number of clicks on "Start free trial"
- Click-through-probability on "Start free trial"
- Gross conversion
- Retention
- Net conversion

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