Analytics Results Test

Please create a spreadsheet that presents the results of the three emails whose statistics are provided below. Each email should be on a separate row. Your spreadsheet should include the following columns from the email statistics:
- Send date
- Subject line
- Sent count
- Number of opens
- Number of clicks
- Number of gifts
- Total Raised

You should also include the following statistics as columns. Please generate them by formulas in the function bar:
- Open rate (opens/sent)
- Clicks/sent
- Clicks/opens
- Gifts/sent
- Gifts/opens
- Gifts/clicks
- Average gift (total raised/gifts)

Finally, please also include a row that totals each statistic across the emails. Please be mindful that the totals and averages accurately reflect the aggregate amount. When appropriate, please generate through formulas.

Once you are finished making the spreadsheet, please answer the following questions. Please use the spreadsheet for questions 1-3. Please highlight your answer and give an explanation for questions 4-5.

Email Data Results

Send Date: 4/30/15
Subject line: Only You
Sent: 418,328
Opens: 62,676
Clicked: 3,486
Gifts: 103
Total raised: $3,189

Send Date: 4/26/15
Subject line: before midnight
Sent: 417,767

Opens: 66,396
Clicked: 2,941
Gifts: 224
Total raised: $1,478

Send Date: 4/23/15
Subject line: got a sec
Sent: 415,714
Opens: 64,347
Clicked: 2,289
Gifts: 71
Total raised: $1,283

Questions

1. By what percentage did the gifts/clicks ratio improve from "only you" to "before midnight"? Please show your math.

2. In the email "before midnight," if the gift/open ratio held steady, how many opens would be required to reach 300 gifts? Please show your math.

3. Please rank the emails in order of best to worst performance and please explain why you selected that order.

4. Should the client be concerned about the drop in average gift from the "this is crazy" email to the "one more minute" message? Please explain your answer.

Subject	Gifts	Raised	Average Gift
one more minute	70	$2,109	$30.13
this is crazy	51	$2,543	$49.86

Explanation:

5. How would you say the response rate for the "one more minute" message compares to the "can't stop hitting refresh" message? Please explain your answer and show your math.

Subject	Sent	Open Rate	Response Rate
one more minute	33,251	21.4%	0.12%
can't stop hitting refresh	33,160	22.0%	0.08%

a) Much better
b) Better
c) About the same

d) Worse
e) Much worse

Explanation: