

# Re: ecommerce Conversion Rate Analysis

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*Source:* <http://sci.tech-archive.net/Archive/sci.stat.math/2005-08/msg00321.html>

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- *From:* "Steve" <[tilston@xxxxxxxxxxxx](mailto:tilston@xxxxxxxxxxxx)>
  - *Date:* 24 Aug 2005 09:53:08 -0700
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Thanks for you reply Robert, I'll definitely check out that book.

Unfortunately, looking at my data, i'm not sure I have enough buyers to be sure of statistcal significance (although I have thousands of visitors). Basically my data for a couple of months before the change was an average daily conversion rate of 2.5% with a standard deviation of 0.6%. On a chart it looks really random but very rarely above 3.5% or below 2%. Since the change the conversion has averaged 2.7% for a couple of weeks with a similar variance, but it's difficult to know if it's a real effect, as I can find short periods prior to the change with an average conversion that high.

One way I found to test significance was the chi squard test, where I'd divide my visitors into a 2x2 matrix of buyers vs. non-buyers and before and after the change. Does anyone know if this is a valid use of this test? And thanks again for your help Robert

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- *References:*
  - ◆ [\*\*\*ecommerce Conversion Rate Analysis\*\*\*](#)
    - ◇ *From:* Steve
  - ◆ [\*\*\*Re: ecommerce Conversion Rate Analysis\*\*\*](#)
    - ◇ *From:* Robert Dodier
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