

## **GROUP (UP TO 3 PEOPLE) WEB ANALYTICS ASSIGNMENT #2 (30 POINTS)**

**DUE DATE: Wednesday, 3/25/2021**

**Each group only need to submit one copy**

- **This assignment will analyze the data (RestaurantGrades-XLS-ENG.xls), interpret the results, and make recommendation from the Case: RestaurantGrades (HBS 9-916-038). Please read the case carefully first to do this assignment!**
1. In the exercise (experiment), which outcome variable is most useful to consider? Are there other outcome variables that you think would be useful to measure? Please support your answers with some data analysis **(10 points)**
  2. Do we observe different (statistically meaningful) results for chain and independent restaurants? Please support your answers with some data analysis **(10 points)**
  3. Should RestaurantGrades stick with their current design or switch to the alternative? How confident are you of your decision, and what are possible concerns you may have? What can be done to address your concerns (please be specific on your solutions). **(10 points)**

### **Extra Credit Question (5 points)**

Given that there is already a set of restaurants on the platform that have bought ads, do you need an experiment? Why can't we simply compare the outcomes of restaurants that do and don't advertise to determine the effectiveness of digital advertising?