

Team Members

Khanh Nguyen, Ph.D.



Seeking roles:
Data Scientist
Quantitative Researcher

Victoria Simon, Ph.D.



Seeking roles:
UX Researcher
Consultant

Mykhailo Kuian, Ph.D.



Seeking roles:
Data Scientist

Projects

Project 1

Product Diversification

Nook Café planned to expand its business by introducing alcoholic beverages. To ensure the success of this transition, we conducted a thorough analysis of market demand, size, and saturation.

Project 2

Website Conversion

Merci's offered high-end apparel for men and women, but struggled with a high browse-to-purchase drop-off. We conducted two interviews to identify friction points in the customer journey.

Project 3

Voice of Customer

We helped Amour Beauty Box analyze declining membership sign-ups and proposed a 20-day A/B test by repositioning the 'Join Now' button on their homepage.

Project 1



Competition

The Den on campus also sold alcoholic beverages. Within 2 miles, there were *Axelrad Beer Garden*, *The Owl*, and *The Dirt Bar*.



Market Size

We analyzed student and faculty data to predict customer population for the next three years.



Total Costs

Costs included licenses, staff training, equipment, and more. The total cost for the first two years would be **\$171,985**.



Revenue

With drinks priced at \$7, we anticipated a 10% revenue increase in the second year, bringing total revenue for the first two years to **\$481,572**.

Project 2



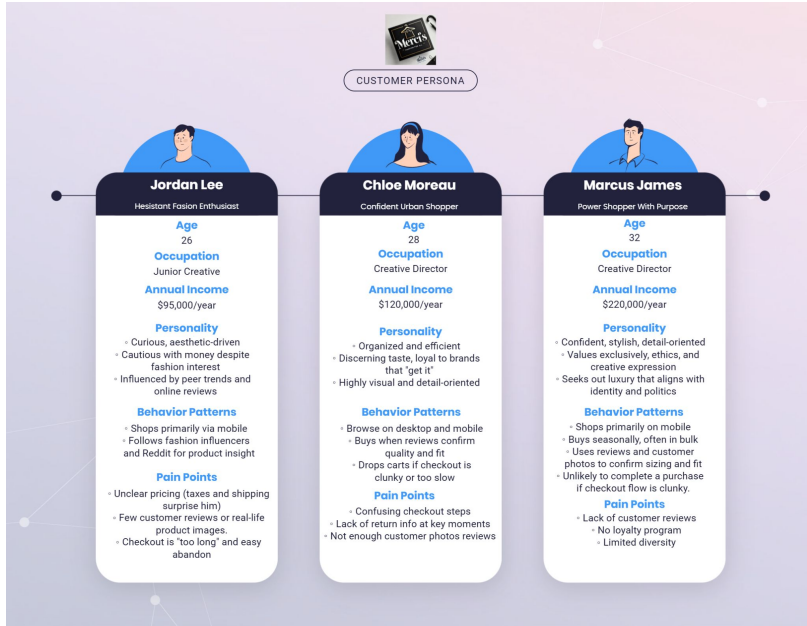
Group interview

- Group 1: College students
- Group 2: Women
- Group 3: Men
- Group 4: Middle-income earners
- Group 5: High-income earners

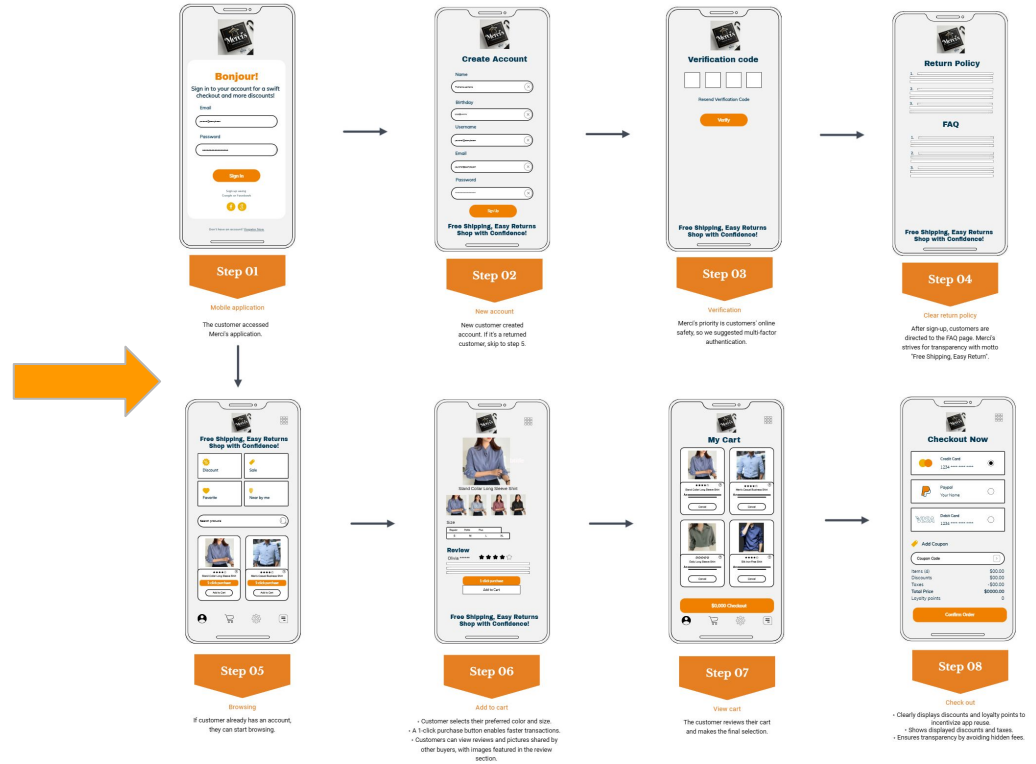


User interview

From initial 50 users, 16 users were chosen for one-on-one interview sessions

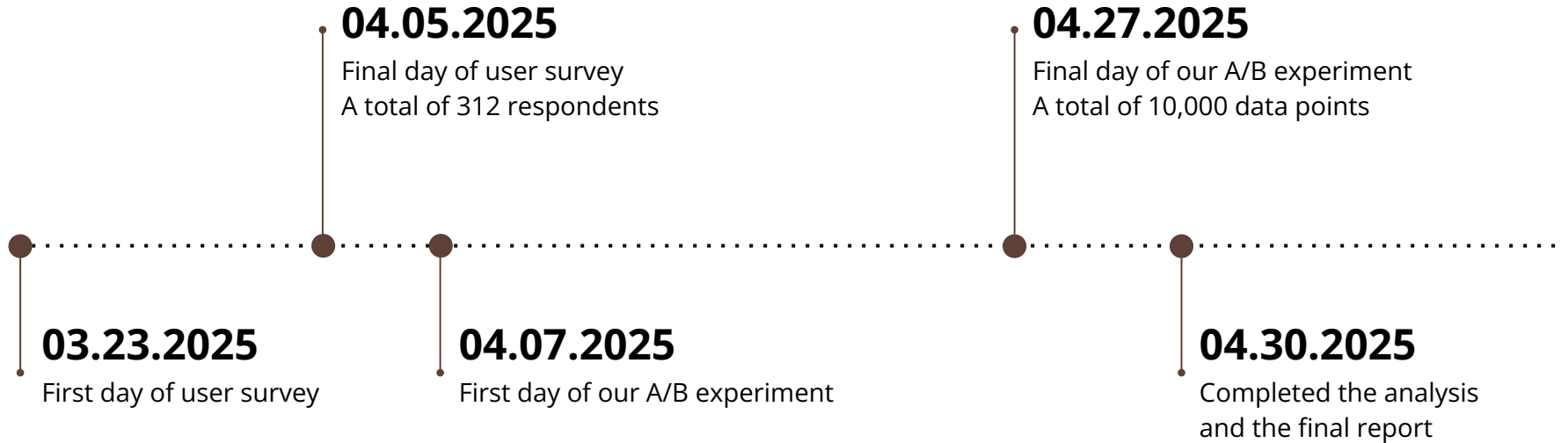


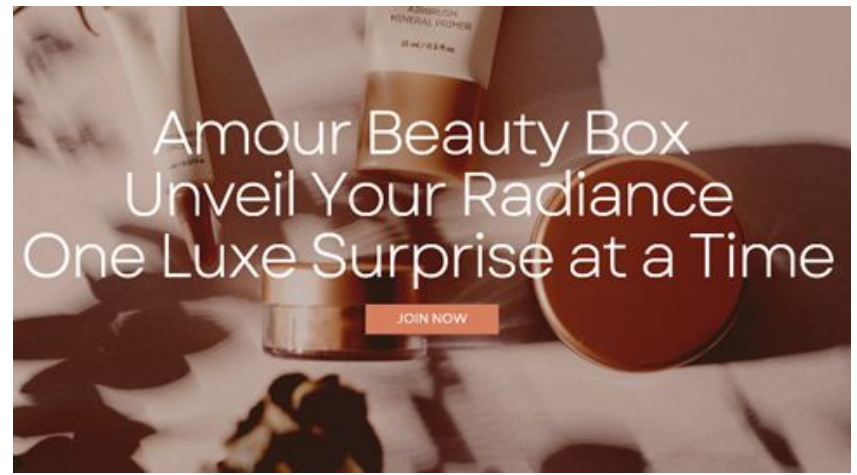
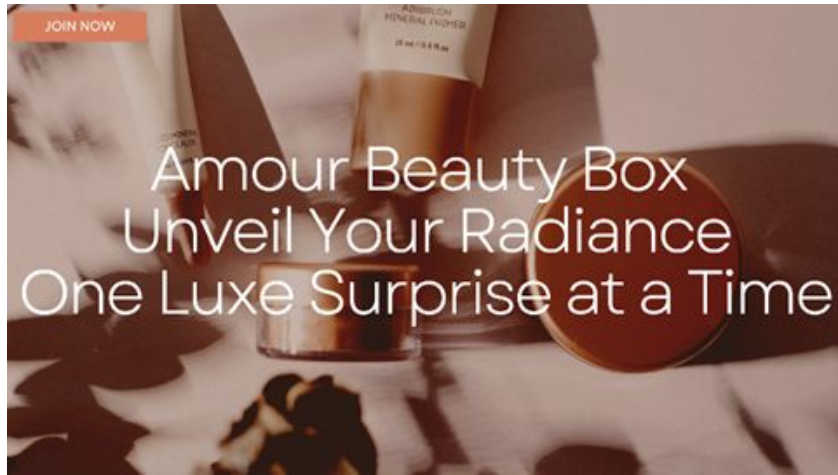
Personas



Wireframe

Project 3





- **Null hypothesis:** the proportion of users signing up and revenue was the same between the control group and the variant group.
- **Alternative hypothesis:** the proportion of users signing up and revenue increase in the variant group.

[GitHub](https://github.com)

Thank you!

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