# **Table**

Comparing average retention days before dropoff across age ranges

Mean Table

| Age range | Mean retention days |
| --- | --- |
| 57-75 years | 55.30159 |
| 41-56 years | 35.92063 |
| 25-40 years | 28.36508 |

*We excluded 17-24 years from this test because of the low number of samples.*

Shapiro-Wilk normality test:

| Test | Test Statistic | P -value | Conclusion |
| --- | --- | --- | --- |
| Shapiro-Wilk normality test | W = 0.66526 | **p-value = 1.481e-15** | Data doesn't show normality. |

Test of Mean Difference (Wilcoxon signed rank test):

| Test | Test Statistic | P-Value | Conclusion |
| --- | --- | --- | --- |
| Wilcoxon signed rank test for 57-75 years (P\_0) Vs 41-56 years (P\_1)H\_0 : P\_0 = P\_1H\_1 : P\_0 > P\_1 | V = 1104.5 | p-value = 0.246120 | Failed to reject null hypothesis. No Difference between Baby Boomers & Generation X. |
| Wilcoxon signed rank test for 57-75 years (P\_0) Vs 25-40 years (P\_1)H\_0 : P\_0 = P\_1H\_1 : P\_0 > P\_1 | V = 1126.5 | **p-value = 0.025977** | **We reject the null hypothesis** and accept the alternative hypothesis that Baby Boomers have the larger number of days of app usage before drop off. |
| Wilcoxon signed rank test for 41-56 and 25-40 yearsH\_0 : P\_0 = P\_1H\_1 : P\_0 /= P\_1 | V = 945.5 | p-value = 1.000000 | Failed to reject the null hypothesisthat there is no difference. |

#