# **Table**

Comparing average retention days before dropoff across severity levels

*We excluded low severity level from this test because of the low number of samples.*

Shapiro-Wilk normality test

| Test | Test Statistic | P -value | Conclusion |
| --- | --- | --- | --- |
| Shapiro-Wilk normality test across Severity Levels | W = 0.63944 | **p-value < 2.2e-16** | Data doesn't show normality. |

Mean Table

| Severity level | Mean retention days |
| --- | --- |
| High | 53.11765 |
| Medium | 30.23529 |

Wilcoxon signed rank test for high (P\_0) vs medium (P\_1) severity level:

| Test | Test Statistic | P-Value | Conclusion |
| --- | --- | --- | --- |
| H\_0 : P\_0 = P\_1  H\_1 : P\_0 /= P\_1 | V = 4109.5 | **p-value = 0.006074** | **Reject Null Hypothesis.** There exists a significant difference. |
| H\_0 : P\_0 = P\_1  H\_1 : P\_0 > P\_1 | V = 4109.5 | **p-value = 0.003037** | **We reject the null hypothesis** and accept the alternative that high severity level has the larger number of days of app usage before dropoff. |

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