

CONVERSION MACHINE

MODULE 3 Data Analysis & Hypothesis

VIDEO 2 Transcript
Mouse Tracking

Mouse Tracking

As you remember in module 2, we set up CrazyEgg to collect mouse tracking data from your website.

Now it is time to export the data and analyse it for hypothesis ideas.

In mouse tracking data analysis you have to look over the reports and make assumptions or come up with ideas for sets of data and what they might mean.