

# Clone of Final Assignment

Title: Project on A/B Testing, Item-Level Order and View Binary Check

Author: Xi Sun

Question 5: Compute the Lifts and P-value

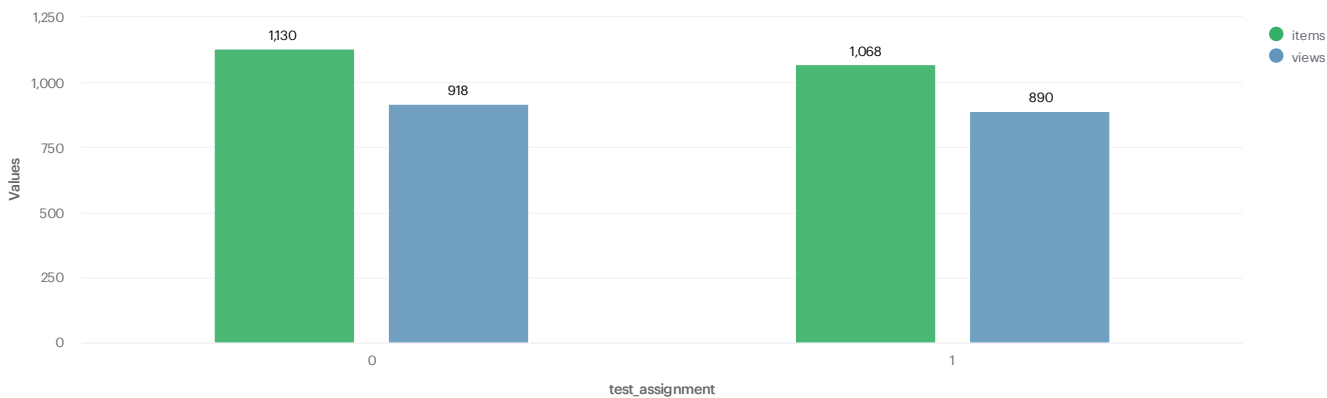
For the 30-day order binary, the lifts is only 1% with a high p-value 0.86. Therefore, there is no statistical significant based on result.

For the 30-day view binary, the lifts is 2.6% with p-value 0.2. Although the p-value in this case is smaller than the order binary, however, it is still not considered as statistical significant since we are using a 95% confidence interval, and the result is statistical significant only if the p-value is less than or equals to 0.05.

Question 1: Data Quality Check

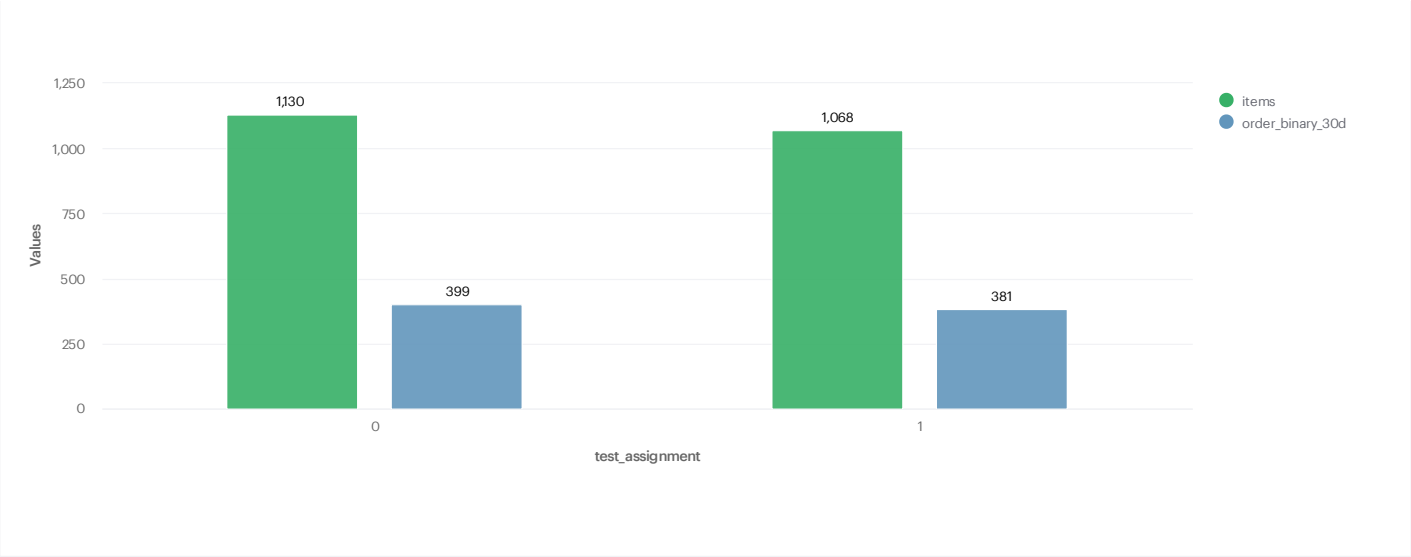
There is no evidence saying either test a through f is the metric for 30-day view\_binary. Thus, we need to know the test\_start\_date, also the date that a view event happens. Therefore, this table does not have everything needed to compute metrics like 30-day view\_binary.

View Binary 30-days Bar Chart



Order Binary 30-days Bar Chart

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## 4. Compute View Item Metrics

	test_assignment	items
1	0	1130
2	1	1068

## 3. Compute Order Binary

	test_assignment	items	ord
1	0	1130	
2	1	1068	

## 2. Reformat the Data

	item_id	test_assignment	test_number	
1	558	0	test_a	2013-01-05 00:00:00
2	1988	1	test_a	2013-01-05 00:00:00
3	1545	1	test_a	2013-01-05 00:00:00
4	2007	1	test_a	2013-01-05 00:00:00
5	2389	1	test_a	2013-01-05 00:00:00
6	483	1	test_a	2013-01-05 00:00:00
7	2835	1	test_a	2013-01-05 00:00:00
8	444	1	test_a	2013-01-05 00:00:00
9	2590	0	test_a	2013-01-05 00:00:00
10	2807	0	test_a	2013-01-05 00:00:00
11	3685	0	test_a	2013-01-05 00:00:00
12	1234	0	test_a	2013-01-05 00:00:00
13	1620	1	test_a	2013-01-05 00:00:00
14	1598	1	test_a	2013-01-05 00:00:00
15	2738	1	test_a	2013-01-05 00:00:00
16	450	0	test_a	2013-01-05 00:00:00
17	2169	1	test_a	2013-01-05 00:00:00

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18	1424	0	test_a	2013-01-05 00:00:00
19	1585	0	test_a	2013-01-05 00:00:00
20	719	0	test_a	2013-01-05 00:00:00
21	2316	0	test_a	2013-01-05 00:00:00
22	1633	0	test_a	2013-01-05 00:00:00
23	639	1	test_a	2013-01-05 00:00:00
24	1733	1	test_a	2013-01-05 00:00:00
25	147	1	test_a	2013-01-05 00:00:00
26	1257	1	test_a	2013-01-05 00:00:00
27	488	0	test_a	2013-01-05 00:00:00
28	31	0	test_a	2013-01-05 00:00:00
29	1400	1	test_a	2013-01-05 00:00:00
30	2151	0	test_a	2013-01-05 00:00:00
31	3581	1	test_a	2013-01-05 00:00:00
32	1119	1	test_a	2013-01-05 00:00:00
33	3383	0	test_a	2013-01-05 00:00:00
34	1839	1	test_a	2013-01-05 00:00:00
35	3033	1	test_a	2013-01-05 00:00:00
36	1819	0	test_a	2013-01-05 00:00:00
37	2423	0	test_a	2013-01-05 00:00:00
38	423	1	test_a	2013-01-05 00:00:00
39	1473	0	test_a	2013-01-05 00:00:00
40	3371	0	test_a	2013-01-05 00:00:00
41	2549	0	test_a	2013-01-05 00:00:00
42	3714	0	test_a	2013-01-05 00:00:00
43	689	1	test_a	2013-01-05 00:00:00
44	1439	1	test_a	2013-01-05 00:00:00
45	264	0	test_a	2013-01-05 00:00:00
46	2724	1	test_a	2013-01-05 00:00:00
47	3241	1	test_a	2013-01-05 00:00:00
48	2044	1	test_a	2013-01-05 00:00:00
49	2887	0	test_a	2013-01-05 00:00:00
50	946	1	test_a	2013-01-05 00:00:00
51	2238	1	test_a	2013-01-05 00:00:00
52	2755	1	test_a	2013-01-05 00:00:00
53	1951	0	test_a	2013-01-05 00:00:00
54	2	1	test_a	2013-01-05 00:00:00
55	1850	1	test_a	2013-01-05 00:00:00
56	2030	1	test_a	2013-01-05 00:00:00
57	3405	1	test_a	2013-01-05 00:00:00
58	3148	0	test_a	2013-01-05 00:00:00
59	3019	0	test_a	2013-01-05 00:00:00
60	3701	0	test_a	2013-01-05 00:00:00

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61	2425	0	test_a	2013-01-05 00:00:00
62	930	1	test_a	2013-01-05 00:00:00
63	706	0	test_a	2013-01-05 00:00:00
64	3730	0	test_a	2013-01-05 00:00:00
65	1903	1	test_a	2013-01-05 00:00:00
66	3731	1	test_a	2013-01-05 00:00:00
67	134	0	test_a	2013-01-05 00:00:00
68	2616	0	test_a	2013-01-05 00:00:00
69	2688	1	test_a	2013-01-05 00:00:00
70	2961	1	test_a	2013-01-05 00:00:00
71	345	1	test_a	2013-01-05 00:00:00
72	2996	0	test_a	2013-01-05 00:00:00
73	2532	1	test_a	2013-01-05 00:00:00
74	2430	1	test_a	2013-01-05 00:00:00
75	1178	1	test_a	2013-01-05 00:00:00
76	694	0	test_a	2013-01-05 00:00:00
77	381	0	test_a	2013-01-05 00:00:00
78	819	1	test_a	2013-01-05 00:00:00
79	3658	0	test_a	2013-01-05 00:00:00
80	2213	1	test_a	2013-01-05 00:00:00
81	3996	0	test_a	2013-01-05 00:00:00
82	2409	1	test_a	2013-01-05 00:00:00
83	3035	1	test_a	2013-01-05 00:00:00
84	427	0	test_a	2013-01-05 00:00:00
85	13	0	test_a	2013-01-05 00:00:00
86	1296	0	test_a	2013-01-05 00:00:00
87	762	0	test_a	2013-01-05 00:00:00
88	3988	0	test_a	2013-01-05 00:00:00
89	756	0	test_a	2013-01-05 00:00:00
90	888	1	test_a	2013-01-05 00:00:00
91	2483	0	test_a	2013-01-05 00:00:00
92	1469	0	test_a	2013-01-05 00:00:00
93	3281	1	test_a	2013-01-05 00:00:00
94	3178	0	test_a	2013-01-05 00:00:00
95	1116	1	test_a	2013-01-05 00:00:00
96	1315	0	test_a	2013-01-05 00:00:00
97	3214	0	test_a	2013-01-05 00:00:00
98	1600	1	test_a	2013-01-05 00:00:00
99	2921	0	test_a	2013-01-05 00:00:00