

PROJECT SPECIFICATION

Predict Impact of New Menu

Plan Your Analysis

CRITERIA	MEETS SPECIFICATIONS
Section Format	The section is written clearly and is concise. The section is written in less than 500 words.
Writeup	<p>All following questions have been answered correctly:</p> <ol style="list-style-type: none">1. What is the performance metric you'll use to evaluate the results of your test?2. What is the test period?3. At what level (day, week, month, etc.) should the data be aggregated?

Matching Treatment and Control Units

CRITERIA	MEETS SPECIFICATIONS
Control Variables	<ul style="list-style-type: none">• The appropriate control variables are selected to match treatment and control variables.• The decision to include and exclude certain variables is well justified.
Treatment and Control Stores	A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units.

Analysis and Writeup

CRITERIA	MEETS SPECIFICATIONS
Section Format	The section is written clearly, is concise, and includes at least one data visualization. The section is written in less than 250 words.
Writeup	<ul style="list-style-type: none">• The lift and statistical significance calculations are correct.• The recommendation is correct and based on the results of the analysis.