‹ Return to Classroom

# Predict Impact of New Menu

| REVIEW | HISTORY |
| --- | --- |

## Meets Specifications

Dear Student,

Great work on your submission, you showed a great understanding of the underlying concepts and passed all the rubrics!

You might also find the following links useful to learn more on AB testing:

https://www.invespcro.com/blog/12-lessons-from-running-512-ab-tests-in-one-year/
https://www.optimizely.com/optimization-glossary/ab-testing/
https://www.tutorialspoint.com/ab_testing/index.htm

In case you still have any outstanding questions, we are here to help! Make sure to reach out on knowledge where one of our expert mentors will help with any doubts you might have

Best of luck on the following projects and lessons!

All the best,

### Plan Your Analysis

| ✓ | The section is written clearly and is concise. The section is written in less than 500 words. |
| --- | --- |
| | Awesome! This section is clearly written. |

| ✓ | All following questions have been answered correctly:<br>1. What is the performance metric you'll use to evaluate the results of your test?<br>2. What is the test period?<br>3. At what level (day, week, month, etc.) should the data be aggregated? |
| --- | --- |
| | All three answers are correct, well done!<br><br>Q1) The `gross margin` was correctly identified as the measure to evaluate the test!<br><br>Q2) Exactly the test period is 12 weeks from `April 29th, 2016` to `July 21st, 2016`!<br><br>Q3) Precisely the `aggregation level` we want to work with is `weekly`. |

### Matching Treatment and Control Units

| ✓ | • The appropriate control variables are selected to match treatment and control variables.<br>• The decision to include and exclude certain variables is well justified. |
| --- | --- |
| | Great work matching the stores and providing the explanation behind the process, all three answers are correct!<br><br>Q1) Indeed out of the potential variables in the RoundRoastersStore file the most interesting in our case should be the size of the store (`Sq Ft`) and the sales (`AvgMonthlySales`)<br><br>Q2) Precisely at this step we can see that `AvgMonthlySales` is highly correlated with the `Gross Margin` while `Sq Ft` has close to zero correlation<br><br>Q3) Great work building on top of Q2 we should indeed be using `AvgMonthlySales` (since it has a high correlation) and ignoring `Sq Ft` as it has no correlation.<br>• We also correctly mentioned that we will be using the `trend` and `seasonality` when building the treatment control pairs<br><br>You can also read more about correlation matrices on the following link:<br>correlation-matrix |

| ✓ | A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units. |
| --- | --- |
| | Great work providing a table with your treatment control pairs. |

### Analysis and Writeup

| ✓ | The section is written clearly, is concise, and includes at least one data visualization. The section is written in less than 250 words. |
| --- | --- |
| | Excellent work sharing multiple visualizations of our ab analysis!<br><br>Adding a visual element to our answers is usually a good idea and can be helpful in getting our message across.<br>• You can read a bit more about this by clicking the link |

| ✓ | • The lift and statistical significance calculations are correct.<br>• The recommendation is correct and based on the results of the analysis. |
| --- | --- |
| | Your recommendation is correct. We should indeed roll out the updated menu to all stores based on the results of our ab test!<br><br>We have also found the expected lifts for both regions and the test overall, excellent work. |

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