AgataMlodawska_final_assignment

Exercise 1
The answer is: 'no' because, most importantly, there are no dates in this table. Thus, it is unknwon how much time passed and more data from events table are needed.

Ex. 5 & 6 In case of views a small lift(2.3%) was observed, while the small decrease was recorded for orders. However this is not to say that there is any causal relation item_test_2 and changes in metrics; the differences between both groups were insignificant at 5% (views; p-value=0.25, orders=0.88)
- the differences are too small to claim the results are significant.
--a) views
  -- Successes Total Success Rate p-value Improvement
--control   925   1130 80% - 84%   -   -
           -- (82%)
--treatment 894   1068 81% - 86%   0.25 -1.6%-6.1%
           -- (84%)   (2.3%)
--b) orders
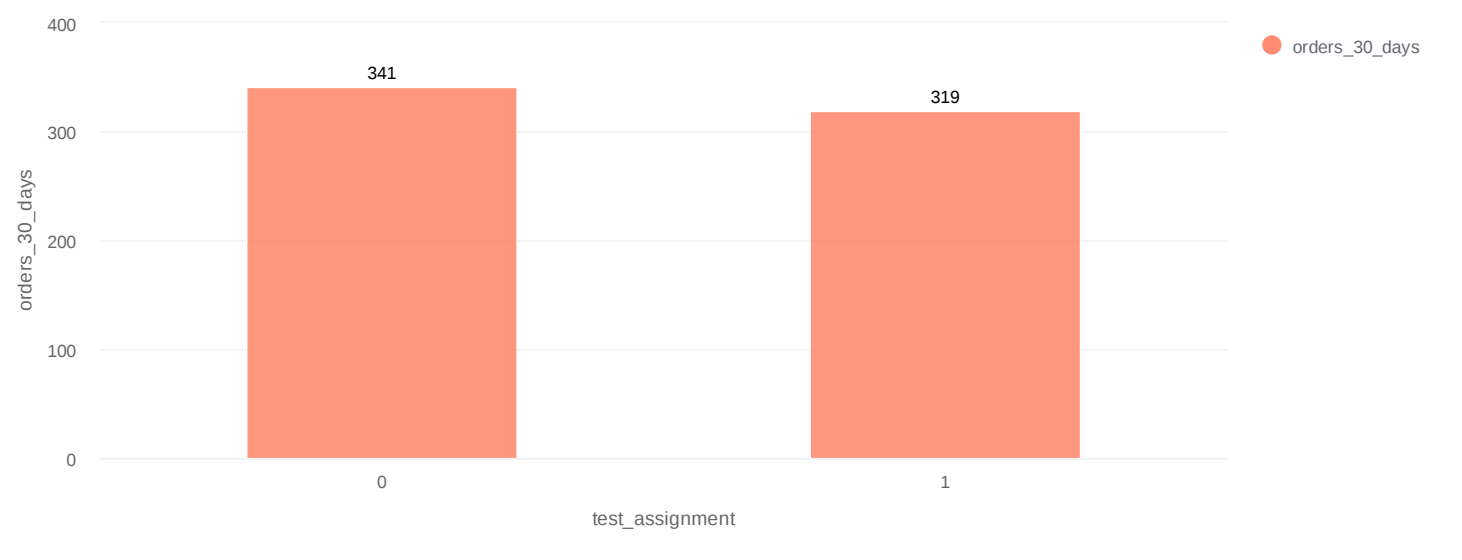   --Successes Total Success Rate p-value Improvement
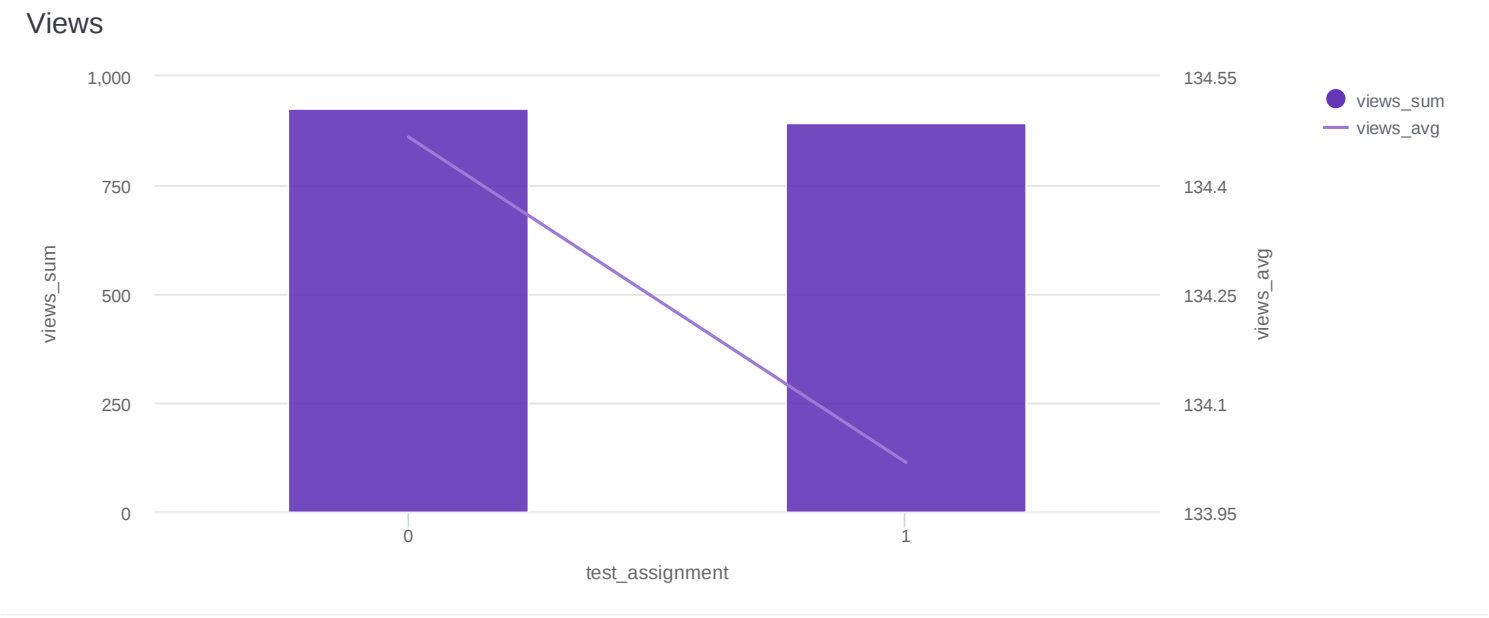--control   341 1130 28% - 33%   -   -
            --(30%)
---treatment 319 1068 27% - 33%% 0.88 -14%-12%
            --(30%)   (-1%)

Orders

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Views

1. Data Quality Check

	item_id	test_a	test_b	test_c	test_d	test_e	test_f
	item_id	test_a	test_b	test_c	test_d	test_e	test_f
1	2512	1	0	1	1	0	1
2	482	0	1	1	1	0	0
3	2446	0	1	1	0	1	0
4	1312	0	0	0	0	0	1

This table only shows the first 1,000 rows. View complete results in Report Details.

2. Reformat the Data

	item_id	test_assignment	test_number	test_start_date
	item_id	test_assignment	test_number	test_start_date
1	2512	1	item_test_1	2013-01-05 00:00:00
2	482	0	item_test_1	2013-01-05 00:00:00
3	2446	0	item_test_1	2013-01-05 00:00:00
4	1312	0	item_test_1	2013-01-05 00:00:00

This table only shows the first 1,000 rows. View complete results in Report Details.

3. Compute Order Binary

	items	orders_30_days	test_assignment
	items	orders_30_days	test_assignment
1	1130	341	0
2	1068	319	1

4. Compute View Item Metrics

	items_counted	views_sum	views_avg	test_assignment

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	items_counted	views_sum	views_avg	test_assignment
1	1130	925	134.466371681	0
2	1068	894	134.017790262	1

5. Compute lift and p-value

No rows returned