* Does a new supplement help people sleep better?
  + Performed on a randomly-split sample of individuals, the experiment should aim to measure total hours slept since going to sleep until waking up to start the next day. The number of times a person awakes in between should be measured as well. The main metric may be the time it took the individual to fall asleep since hopping on the bed. The second group should either be asked to sleep without the pill or be given a placebo pill.

Mention why 2 metrics

Why each ( 2nd means quality of sleep)

Consider these 2 types are not taking additional medication

Age & gender should be uniformly distributed among the 2 samples.

* Will new uniforms help a gym's business?
  + After measuring perspective member first-time visitations to the gym for weekdays, weekends, and times of the day, we split these times of busy-ness in two and record new membership sales for each situation.

Include members who renew their membership. Reduce attrition rate

* Will a new homepage improve my online exotic pet rental business?
  + After conceptualizing a new homepage for the business, we randomly display each version of the webpage to users. If we are able to know the user’s demographic information then we further randomize by making sure each demographic sees both versions of the page. Throughout this experiment, we must record click-throughs, conversions and sales.
* If I put 'please read' in the email subject will more people read my emails?
  + You can put ‘please read’ in the subject line for half of the list of email recipients, given that list is/can be randomized, and remove it for the other half. Using a service or a software that can track read emails, you can measure whether the email was more likely read among those who received the phrase or not.