

INSTITUTE OF COGNITIVE SCIENCE INTUIT DATA ENGINEERING AND ANALYTICS

Bachelor's Thesis

Enhanced A/B Testing

Andrea Suckro

April 9, 2015

First supervisor: Mita Mahadevan

Second supervisor: Prof. Dr. Frank Jäkel

Enhanced A/B Testing

	1		1 1	. 1 .	. 1	11		. 1	framework	1	. 1 .		1	•		
hagie	n h	togting	what	thic	thouse	2000	+0	tho	tromourork	h OTT	thic	10	11000	110	coctumor	
บสอเน	a_{11}	resume	wilai	111115	THESIS.	auus	1.()	LILE	Hallework	11()	61115	10	11500	111	COSTUTIET	

Contents

1	Introduction	4
	1.1 And a section	. 4
	1.2 another one	. 4
2	Theory	5
	2.1 Classical A/B Testing	. 6
	2.2 Enhancements	
3	Methods	7
	3.1 Data generation	. 8
	3.2 Data analysis	. 8
	3.3 Data representation	. 8
4		9
	4.1 And a section	. 10
	4.2 another one	. 10
5	Discussion	11
$\mathbf{A}_{\mathbf{J}}$	ppendices	I

Introduction

- 1.1 And a section
- 1.2 another one

Theory

This is the first chapter.

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor

sit amet.Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

fooo

2.1 Classical A/B Testing

2.2 Enhancements

Methods

This is the first chapter.

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor

sit amet.Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

fooo

- 3.1 Data generation
- 3.2 Data analysis
- 3.3 Data representation

Analysis

This is the first chapter.

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor

4.1. And a section

sit amet.Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit

fooo

4.1 And a section

4.2 another one

Discussion

Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.Lorem ipsum

dolor sit amet.Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.Lorem ipsum dolor sit amet.

List of Figures

Declaration of Authorship

I hereby certify that the work presented here is, to the best of my knowledge and belief, original and the result of my own investigations, except as acknowledged, and has not been submitted, either in part or whole, for a degree at this or any other university.

Osnabrück, April 9, 2015