Universität Osnabrück

Institute of Cognitive Science
Intuit Data Engineering and Analytics

Bachelor's Thesis

Enhanced A/B Testing

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Second supervisor: Prof. Dr. Frank Jäkel

Enhanced A/B Testing

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This is the first chapter.

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2.1   Classical A/B Testing

2.2   Enhancements

Chapter 3

Methods

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3.1   Data generation

3.2   Data analysis

3.3   Data representation

Chapter 4

Analysis

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Chapter 5

Discussion

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