A/B TESTING ANALYSIS

In [1]:
```
import numpy as np
from scipy import stats
```

In [2]:
```
group_a = np.array([0, 1, 0, 1, 0, 0, 1, 0, 0, 1])
group_b = np.array([1, 1, 1, 1, 1, 0, 1, 1, 0, 1])
```

In [3]:
```
mean_a = np.mean(group_a)
mean_b = np.mean(group_b)
```

In [4]:
```
t_statistic, p_value = stats.ttest_ind(group_a, group_b)
```

In [5]:
```
print("Mean of group A:", mean_a)
print("Mean of group B:", mean_b)
print("T-statistic:", t_statistic)
print("P-value:", p_value)
```

```
Mean of group A: 0.4
Mean of group B: 0.8
T-statistic: -1.8973665961010278
P-value: 0.07394020035116586
```

In [6]:
```
if p_value < 0.05:
    print("The difference between groups A and B is statistically significant.
else:
    print("The difference between groups A and B is not statistically signific
```

```
The difference between groups A and B is not statistically significant.
```

In [ ]:
```

```