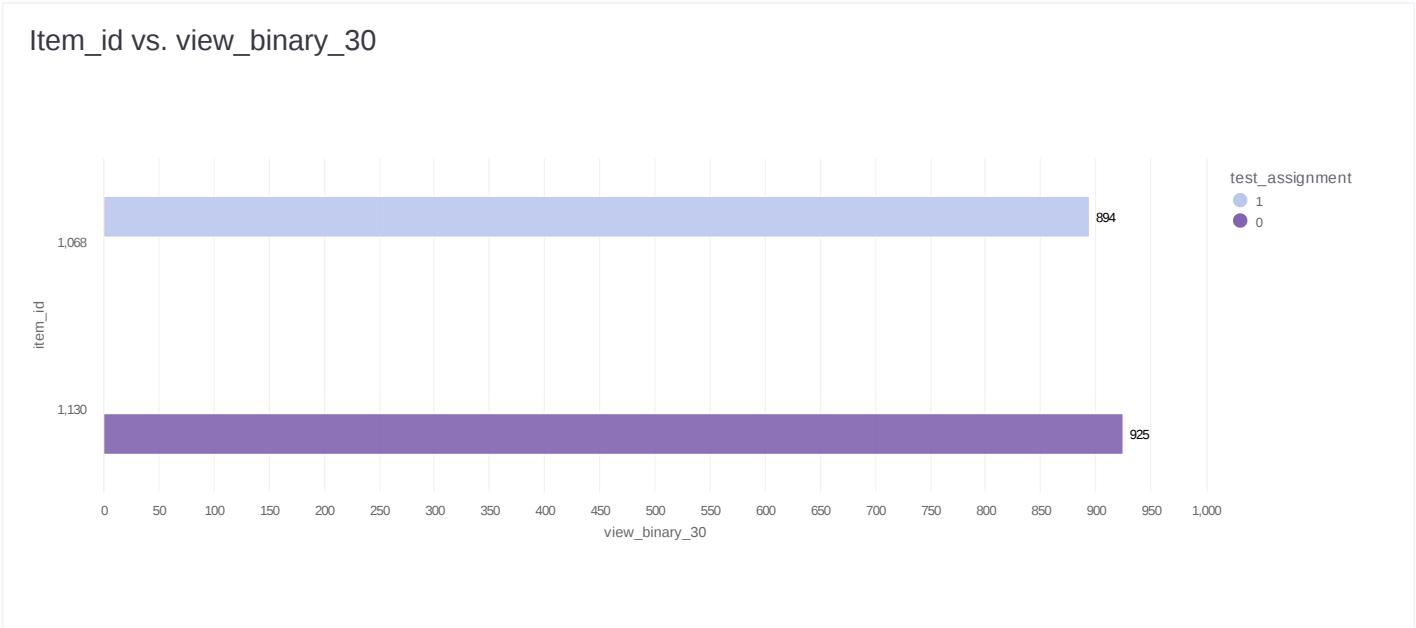
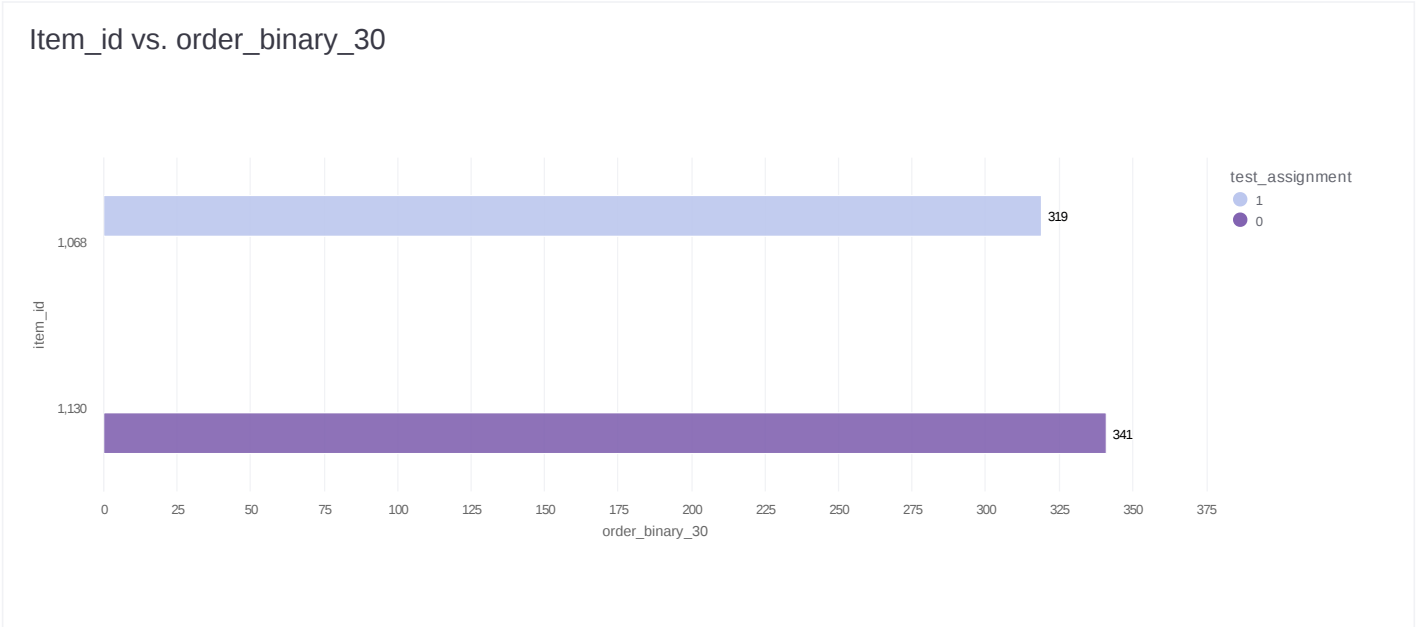


Project for AB test



Query 1

	test_assignment	item_id
1	0	1130
2	1	1068

For Order_binary table,
P-value is 0.88 and it is grater than alpha which is 0.05. Therefore we we fail to reject the null hypothesis. The results is not significant.
Lift is -1%.

Project for AB test

Label	Number of successes	Number of trials	
<input type="text" value="Control"/>	<input type="text" value="341"/>	<input type="text" value="1130"/>	Remove
<input type="text" value="Treatment"/>	<input type="text" value="319"/>	<input type="text" value="1068"/>	Remove

Interval confidence level:

Use multiple testing correction: ☒

[Compute](#) [Add another group](#)

	Successes	Total	Success Rate		p-value	Improvement
Control	341	1,130	28% – 33% (30%)		—	—
Treatment	319	1,068	27% – 33% (30%)		0.88	-14% – 12% (-1%)

Query 2

	test_assignment	item_id	view_binary_30	a
1	0	1130	925	
2	1	1068	894	

For View_binary table,
P-value is 0.25 and it is grater than alpha which is 0.05. Therefore we we fail to reject the null hypothesis. The results is not significant.
Lift is 2.3%.

Project for AB test

Label	Number of successes	Number of trials	
<input type="text" value="Control"/>	<input type="text" value="925"/>	<input type="text" value="1130"/>	Remove
<input type="text" value="Treatment"/>	<input type="text" value="894"/>	<input type="text" value="1068"/>	Remove

Interval confidence level:

Use multiple testing correction: ☒

[Compute](#) [Add another group](#)

	Successes	Total	Success Rate		p-value	Improvement
Control	925	1,130	80% – 84% (82%)		—	—
Treatment	894	1,068	81% – 86% (84%)		0.25	-1.6% – 6.1% (2.3%)