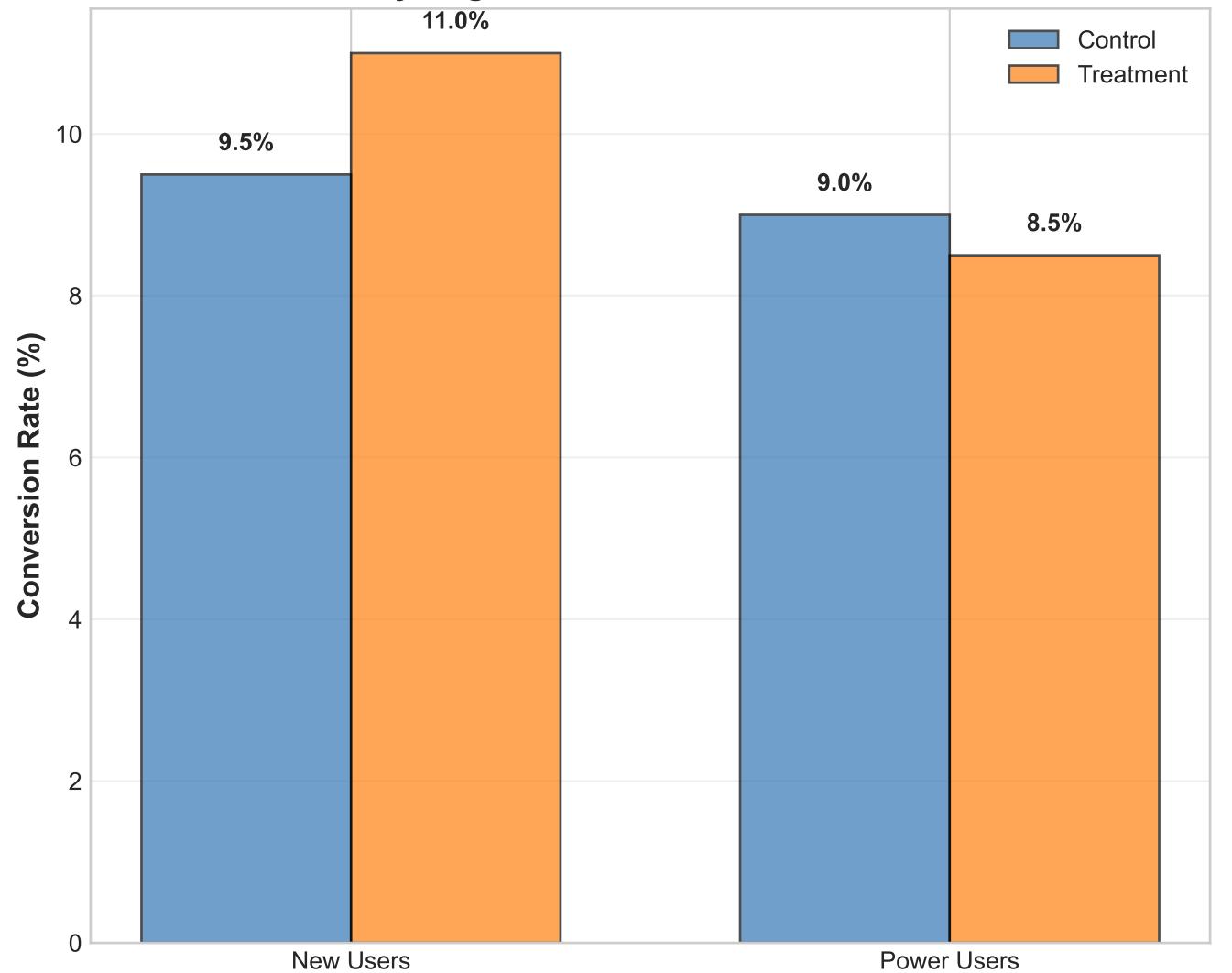


By Segment: Treatment Wins Both



Simpson's Paradox: Control Wins Overall!

