

## PROJECT SPECIFICATION

## Analyze A/B Test Results

## Code Quality

| CRITERIA                     | MEETS SPECIFICATIONS   |
|------------------------------|--|
| Functionality of code        | All code cells can be run without error.                                 |
| Use of Good Coding Practices | Docstrings, comments, and variable names enable readability of the code. |

## Statistical Analyses

| CRITERIA                                   | MEETS SPECIFICATIONS   |
|--|--|
| Correct Interpretation of Results          | All results from different analyses are correctly interpreted.   |
| Correct Values for All Statistical Results | For all numeric values, you should provide the correct results of the analysis.                            |
| Statement of Conclusions                   | Conclusions should include not only statistical reasoning, but also practical reasoning for the situation. |

## Suggestions to Make Your Project Stand Out!

To go above and beyond, you may try to add the influences associated with time on conversion. In adding this variable to your analysis, it would be best to create dummy variables for different aspects of the time. Correctly coding and interpreting the results related to time along with the existing effects would benefit the analysis.

Additionally, you could add interpretations related to model fit, and why particular models fit better than others.

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