Clone of Final Assignment

1. Data Quality Check

	item_id	test_a	test_b	test_c	test_d	test_e	test_f
	item_id	test_a	test_b	test_c	test_d	test_e	test_f
1	2512	1	0	1	1	0	1
2	482	0	1	1	1	0	0
3	2446	0	1	1	0	1	0
4	1312	0	0	0	0	0	1

This table only shows the first 1,000 rows. View complete results in Report Details.

2. Reformat the Data

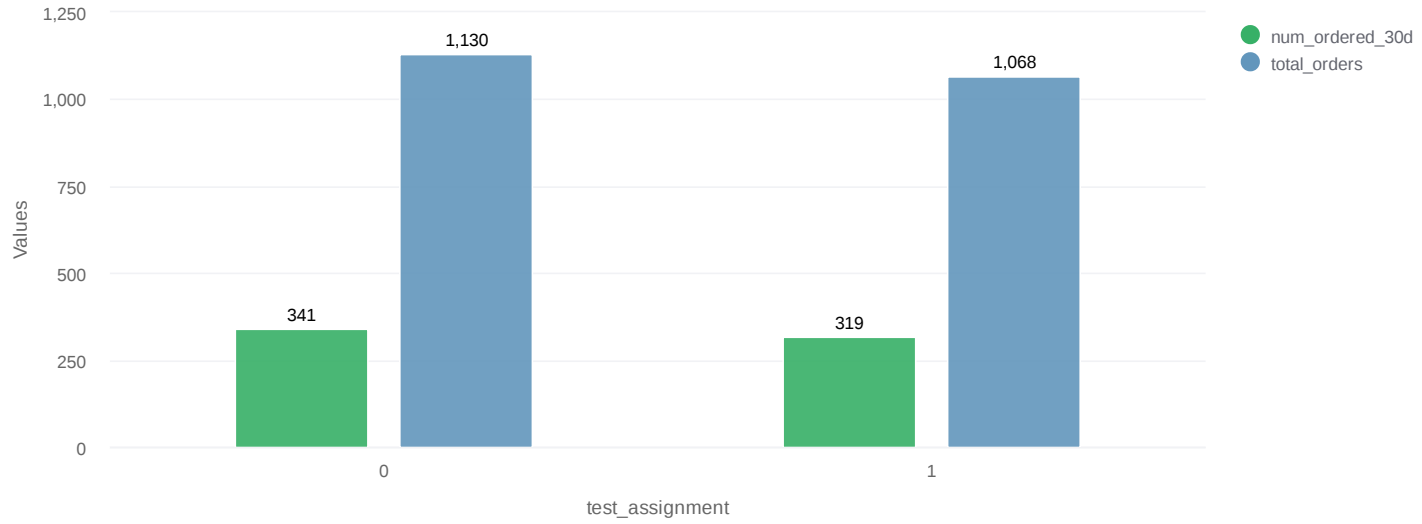
	item_id	test_assignment	test_number	dummy_test_start_date
	item_id	test_assignment	test_number	dummy_test_start_date
1	2512	1	test_a	2021-01-01 00:00:00
2	482	0	test_a	2021-01-01 00:00:00
3	2446	0	test_a	2021-01-01 00:00:00
4	1312	0	test_a	2021-01-01 00:00:00

This table only shows the first 1,000 rows. View complete results in Report Details.

3. Compute Order Binary

	test_assignment	total_orders	num_ordered_30d
	test_assignment	total_orders	num_ordered_30d
1	0	1130	341
2	1	1068	319

Order Binary Metric



4. Compute View Item Metrics

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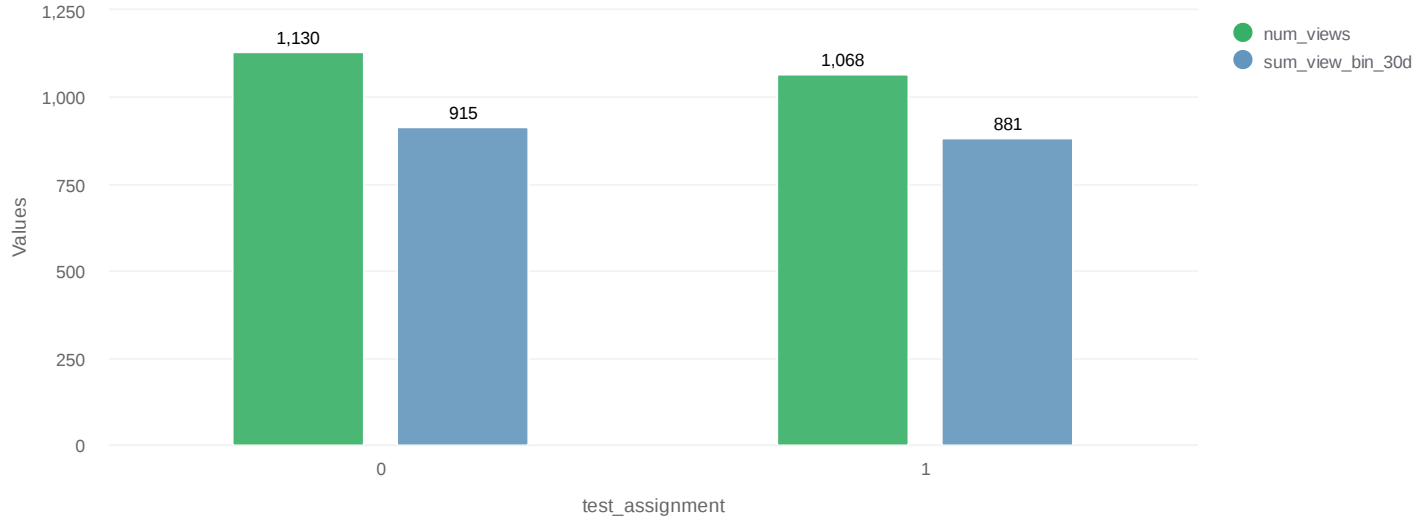
	test_assignment	num_views	sum_view_bin_30d	avg_view_bin_30d
	test_assignment	num_views	sum_view_bin_30d	avg_view_bin_30d
1	0	1130	915	0.809734513274
2	1	1068	881	0.824906367041

Item Binary Metric



5. Compute lift and p-value

No rows returned

For orders binary: lift is -12% – 14% (1%) and p-value is 0.88
For item_views binary: lift is 5.7% – 14% (9.9%) and p-value<0.0001
Therefore for item_test_2, there was no significant difference in the number of orders but showed significant difference in the number of item views between control and experiment.