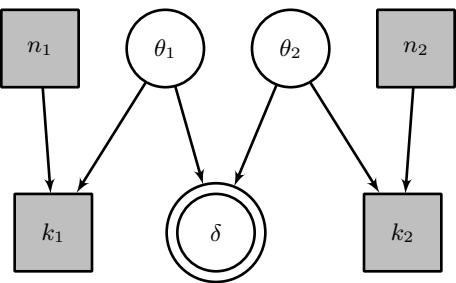


# A/B testing



$$k_1 \sim \text{Binomial}(\theta_1, n_1)$$

$$k_2 \sim \text{Binomial}(\theta_2, n_2)$$

$$\theta_1 \sim \text{Beta}(1, 1)$$

$$\theta_2 \sim \text{Beta}(1, 1)$$

$$\delta = \theta_1 - \theta_2$$