☰ Tips

Aggregate and Export

We recommend you save your aggregated transaction database as a separate file to further reduce your development time. You shouldn't need to re-aggregate the transaction database every time you want to test out a new workflow.

Creating a week variable

When calculating the week column, assign week 1 to the first week of the test period, so the week_begin variable for week 1 would be your test start date. This will cause weeks prior to the test period to be negative, which is perfectly fine. See here for an example of how to calculate the week variable using a formula tool in Alteryx.

Using the Trend tool

The trend tool is used to create trend and seasonality variables to use as control variables. To do this, you need at least 52 weeks of data, plus the number of weeks you select in the tool to calculate trend, before the beginning of the test start date. In lesson 4, you used 6 weeks to calculate the trend, so you needed 58 weeks prior to the test start date. For the project, you are asked to use 12 weeks to calculate trend, so you'll need 64 weeks of data prior to the test start date. Since the test lasts for 12 weeks, this means you'll need a total 76 weeks of data.

Gross Margin Sales, not Total Sales

Make sure to use gross margin sales in all lift calculations and not total sales.

If you run into errors in Alteryx or unexpected results from a tool we have a guide to help you figure out what is going on.

Alteryx Debugging Guide:

https://docs.google.com/document/d/1ec7SiDCMAZAMjbPvL3aegPoL1PZznHarsxEZ4bjptdI/edit?usp=sharing

Relevant Forum Posts:

https://discussions.udacity.com/c/nd008-bizand-a-b-testing/band-project-5
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