Is this project required?

This project is optional for students in cohorts Nov. 2014-April 2015. For students in later cohorts, it is required.

Project Overview

For this project, you will consider an actual experiment that was run by Udacity. You will flesh the experiment idea out into a fully defined design, analyze the results, and propose a high-level follow-on experiment.

Prepare for this project with: A/B Testing.

How to complete this project

This project is connected to the A/B Testing course, but depending on your background knowledge of data analysis, you may not need to take the whole course to complete this project.

Complete the final project as described in the final project lesson of the A/B Testing course.

You can also find the final project instructions, submission template, and rubric here for reference.

Why this Project?

This project will require you to both make design decisions about how to run an A/B Test and analyze the results. Both are important skills for drawing conclusions based on online experiments.

What will I learn?

After completing this project, you will be able to:

- Select metrics to evaluate a proposed change
- Characterize and validate those metrics

- Plan an appropriate duration for your experiment based on the number of samples needed and the expected risk
- Sanity check the results to make sure everything went smoothly
- Draw a conclusion based on the results
- Recommend whether or not to launch the change

Why is this Important to my Career?

A/B tests are how data analysts determine whether one change causes another. Looking at historical data can only show that two changes are correlated. Correctly setting up and interperting A/B tests is a key skill for data analysts.

Evaluation

Use the **Project Rubric** to review your project. If you are happy with your submission, then you are ready to submit! If you see room for improvement in **any** category in which you do not meet specifications, keep working!

Your project will be evaluated by a Udacity reviewer according to the same **Project Rubric**. Your project must "meet specifications" or "exceed specifications" in each category in order for your submission to pass.

Submission

Ready to submit your project? First, make sure you have correctly answered all the quizzes in the final project lesson of the A/B testing course. Then, go back to your Udacity Home, click on the project, and follow the instructions to submit!

- You can either send us a GitHub link of the files or upload a compressed directory (zip file).

- Inside the zip folder include a text file with a list of Web sites, books, forums, blog posts, etc. that you referred to or used in this submission (Add N/A if you did not use such resources).

It can take us up to a week to grade the project, but in most cases it is much faster. You will receive an email once your submission has been reviewed.

If you are having any problems submitting your project or wish to check on the status of your submission, please email us at dataanalyst-project@udacity.com.

What to include in your submission?

Besides correctly answering each quiz in the final project lesson, you should upload the following files via the portal:

1. A pdf or html file with your report on the experiment design and analysis. Your report should be organized as in this template.
2. A list of Web sites, books, forums, blog posts, etc. that you referred to or used in creating your submission (add N/A if you did not use any such resources).