

APPENDIX

1. SQL Query:

Query to get user-level analysis dataset [GloBox Dataset Query](#)

Query for checking novelty effect [GloBox Novelty Effect Query](#)

2. GloBox Dataset

View the GloBox Dataset ,Hypothesis Test and Confidence Interval Test [GloBox Dataset](#)

3. Tableau Visualization

Visualization on Experiment Groups vs Test metrics in relation to Users Gender, Device type and Country [Control/Treatment Group Visual Analysis](#)

Confidence Interval Visualization [CI Viz](#)

Novelty Effect Visualization [Novelty Effect Viz](#)

Join Curve [Cumulative Join Curve](#)

4. Power Analysis

Sample Size Calculator

[Conversion Rate](#)

[Average Spent](#)