AB Testing

1. Compare the final_assignments_qa table to the assignment events we captured for user_level_testing. Write an answer to the following question: Does this table have everything you need to compute metrics like 30-day view-binary?
2. Write a query and table creation statement to make final_assignments_qa look like the final_assignments table. If you discovered something missing in part 1, you may fill in the value with a placeholder of the appropriate data type.
3. Use the final_assignments table to calculate the order binary for the 30 day window after the test assignment for item_test_2 (You may include the day the test started)
4. Use the final_assignments table to calculate the view binary, and average views for the 30 day window after the test assignment for item_test_2. (You may include the day the test started)
5. Use the https://thumbtack.github.io/abba/demo/abba.html to compute the lifts in metrics and the p-values for the binary metrics (30 day order binary and 30 day view binary) using a interval 95% confidence.
6. Use Mode's Report builder feature to write up the test. Your write-up should include a title, a graph for each of the two binary metrics you've calculated. The lift and p-value (from the AB test calculator) for each of the two metrics, and a complete sentence to interpret the significance of each of the results.