Read me

Dataset: ab_data and countries (csv files).

The goal is to understand the results of an A/B test run by an e-commerce website. The company has developed a new web page in order to try and increase the number of users who "convert," meaning the number of users who decide to pay for the company's product.

Your goal is to help the company understand if they should implement this new page, keep the old page, or perhaps run the experiment longer to make their decision.

Findings:
- There is not enough evidence to suggest that the new page will have more conversions than the old page. The analysis suggests that the new page won't bring much value so we should stay with the old page.