Michelle's Final Assigment

1. Data Quality Check

	item_id	test_a	test_b	test_c	test_d
1	2512	1	0	1	1
2	482	0	1	1	1
3	2446	0	1	1	0
4	1312	0	0	0	0
5	3556	1	1	0	1

This table only shows the first 1,000 rows. View complete results in Report Details.

Does this table have everything you need to compute metrics like 30-day view-binary?

No, unfortunately we don't have all the information needed. In order to compute metrics like 30-day view binary, we would need the assignment date.

2. Reformat the Data

	item_id	test_assignment	test_number	
1	2512	1	test_a	2020-01
2	482	0	test_a	2020-01
3	2446	0	test_a	2020-01
4	1312	0	test_a	2020-01
5	3556	1	test_a	2020-01

This table only shows the first 1,000 rows. View complete results in Report Details.

3. Compute Order Binary

	test_assignment	items	ordered
1	0	1130	
2	1	1068	

4. Compute View Item Metrics

	test_assignment	items	viewed_items	viewed_percent	views
1	0	1130	918	81	1916
2	1	1068	890	83	1862

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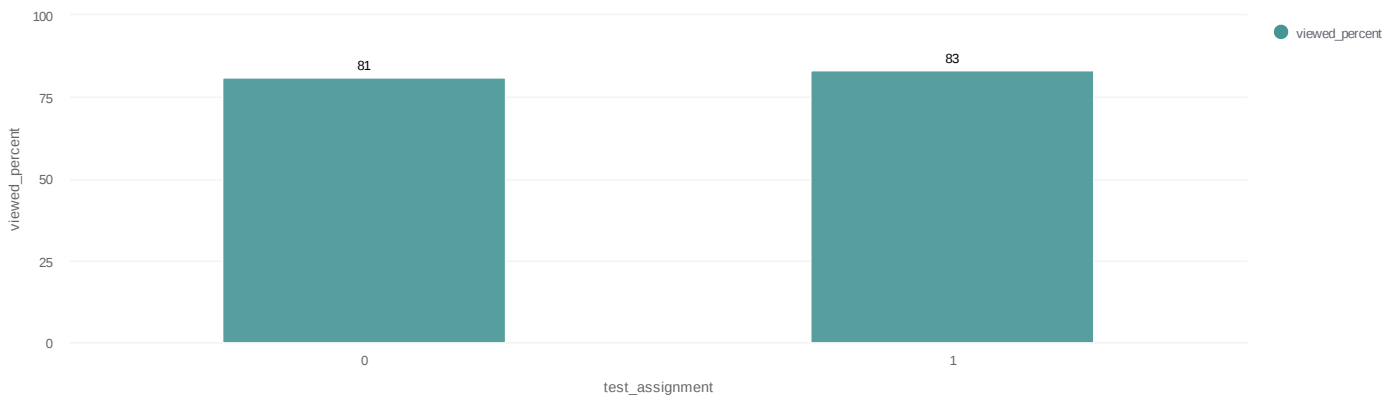
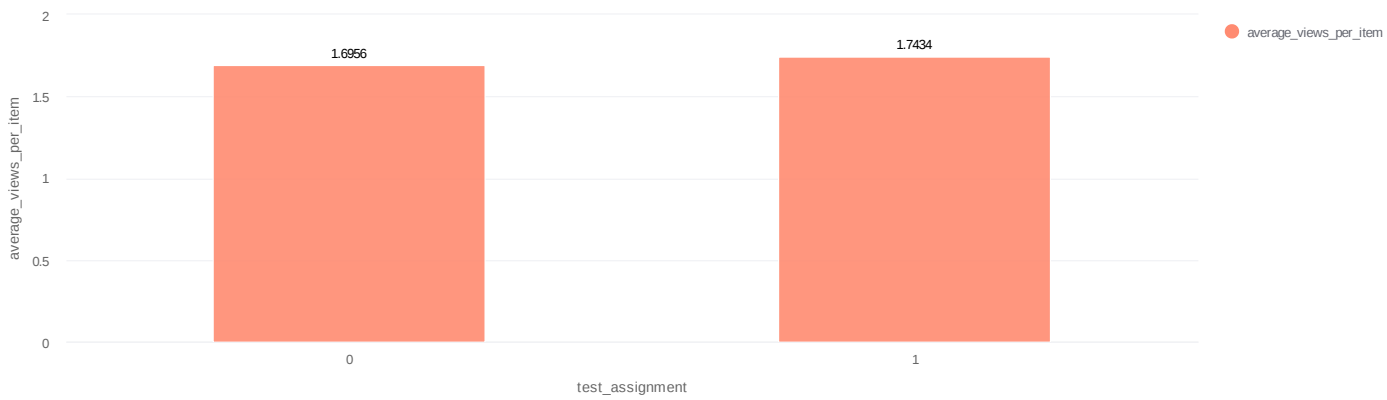
Percent of Items Viewed by Test Group



Average Views per Item by Test Group



5.

There was no significant difference in either the number of views or the number of orders between control and experiment for item_test2

- orders_bin:
  - lift = -15% – 11% (-2.2%)
  - pval is 0.74
- views_bin:
  - lift = -2.1% – 5.9% (1.9%)
  - pval is 0.36