Evan's Awesome A/B Tools (home):

Sample Size Calculator | Chi-Squared Test | Sequential Sampling | 2 Sample T-Test | Survival Times | Count Data

*Need A/B sample sizes on your iPhone or iPad? Download **A/B Buddy** today.*

Question: How many subjects are needed for an A/B test?

Baseline conversion rate: 40 %

Minimum Detectable Effect: 8 %

[link]

40%

32% – 48%

The Minimum Detectable Effect is the smallest effect that will be detected (1-β)% of the time.

◉ Absolute
○ Relative

Conversion rates in the gray area will not be distinguishable from the baseline.

Sample size:

592

per variation

Statistical power 1−β: 80% *Percent of the time the minimum effect size will be detected, assuming it exists*

Significance level α: 5% *Percent of the time a difference will be detected, assuming one does NOT exist*

See also: How Not To Run an A/B Test

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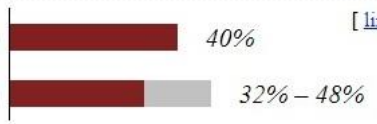

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