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

ample Size Calculator <u>Chi-Square</u>		uenti unt D	al Sampling 2 Sample T-Test Surviv Pata		
Need A/B sample sizes on you	ır iPhone o	r iPa	nd? Download <u>A/B Buddy</u> today.		
Question: How man	y subjects	are 1	needed for an A/B test?		
Baseline conversion rate:	40	%	40% [link]		
Minimum Detectable Effect:	8	%	32% – 48%		
The Minimum Detectable Effect is the smallest effect that will be detected $(1-\beta)\%$ of the time.	AbsoluteRelative		Conversion rates in the gray area will not be distinguishable from the baseline.		
	Sample				
	59	2			
	per varia	ition			
atistical power -β:	80% Percent exists	of the ti	me the minimum effect size will be detected, assuming it		
ignificance level α:	5% Percent	of the ti	me a difference will be detected, assuming one does NOI		

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

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

mple Size Calculator <u>Chi-Square</u>	d Test <u>Sec</u> Times Co			nple T-Test	t Surv.
Need A/B sample sizes on you	ır iPhone o	r iPa	d? Download <u>A/B</u>	Buddy to	oday.
Question: How man	y subjects	are r	needed for an A/E	3 test?	
Baseline conversion rate:	40	%	40	0%	[<u>link</u>]
Minimum Detectable Effect:	20	%	32% – 4		48%
The Minimum Detectable Effect is the smallest effect that will be detected (1-β)% of the time.	O Absolute Relative		Conversion rates in the gradistinguishable from the ba		be
	Sample	size:			
	59	2			
	per varia	ition			
tistical power 3:			ne the minimum effect size w		
mificance level α:	5% Percent	of the tir	ne a difference will be detect	ed, assuming o	ne does No

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