A/B Testing for Business Analytics

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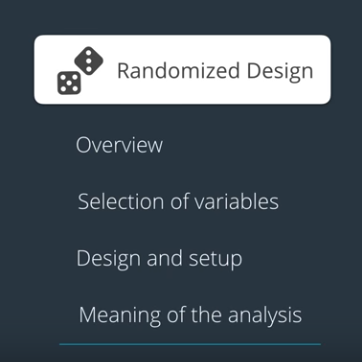
Alteryx: Preparing the Data for Analysis

Analyzing Results in Alteryx

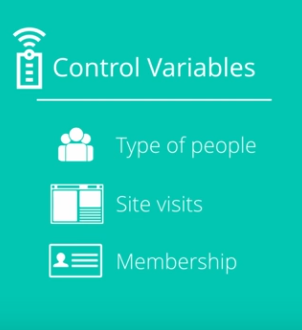
Selecting One Control unit For A treatment unit

Matching Stores Example

1. Randomized experiment

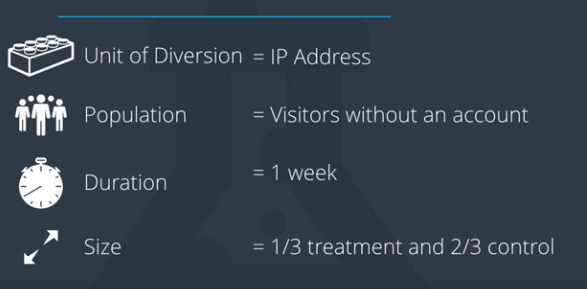


* What is the unit of diversion?
* What is the population of people we're targeting?
* What is the duration of the test?
* What is the size of our treatment and control groups?

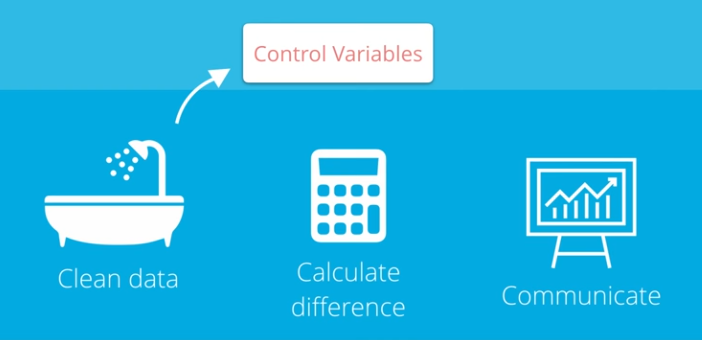


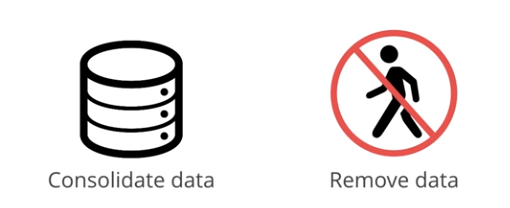






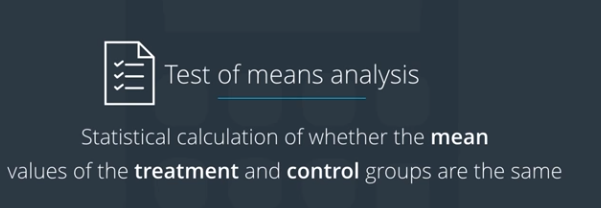
1. Data Preparation





1. Analyzing the Results

Is there a statistically significance or not?



1. Matched Pair Design Treatment

