

Calculation 1 for each Label. Color shows details about Label.

Experiment ID.0 are events 'sign_up' and 'purchase'. From the graph we can see that only 0.49%(41) records are in this label. That is significantly less than percentage of user in other label(99.51%-8272). So conclusion from this is that poor number of user make events 'sign_up' and 'purchase'.

**Note: This is not full statistical AB test because we did not check statistical significance. It's only quick, convenient and visual approach which give very fast results.

LabelPerCountry Label Country Country Australia experimentID.0 United States Belgium Denmark France United Kingdom Germany Netherlands Norway experimentID.1 Denmark Sweden Switzerland United States United Kingdom United States United Kingdom Switzerland France Belgium Sweden Germany Norway Netherlands Australia

Count of Experiment for each Country broken down by Label. Color shows details about Country.

200

400

600

1,000 1,200

Users labeld as ExperimentID.0 are from United Kingdom and United States,

1,400 1,600

Users labelsas ExperimentID.1 came from 11 country, the most of them are from Denmark(3873-47%) and United States (2944-35%).

On the other side the less user for this label came from Australia(48) which is more than number of users from both UK and US of ExperimentID.0.

2,000

Count of Experiment =

1,800

2,400

2,200

2,600 2,800

3,000

3,200 3,400

3,600

3,800

4,000

One users makes more than one events.

Graph shows us that all events labeled as ExperimentID.0 makes three users. The bigger number of events made per user in this label is 17 and less 11.

Top three number of events made per users in ExperimentID.1 are 3843, 623 and 459, on the other side the less is 8.

1962569468.1678525379 2026248256.1678625882 2107238281.1673278009