Final_assignment

Question 5 :

--Use the https://thumbtack.github.io/abba/demo/abba.html to compute the lifts in metrics and the p-values for the binary metrics

--(30 day order binary and 30 day view binary) using a interval 95% confidence.

-- order binary : -15% – 11% (-2.2%) pvalue = 0.74

-- view binary : -1.4% – 6.5% (2.6%) pvalue = 0.2

-- Therefore, there is no significant difference for item_test_2 in view binary and order binary

The result of question 1

test_a	test_b	test_c	test_d	test_e	test_f
1	0	1	1	0	1
0	1	1	1	0	0
0	1	1	0	1	0
0	0	0	0	0	1
1	1	0	1	0	0
0	0	0	0	1	1
1	0	1	0	1	1
0	1	1	1	1	0
0	0	1	0	1	1
0	0	1	1	1	1
0	0	0	1	0	1

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The SQL result of question 2

date_start	item_id	test_number
2013-01-05 00:00:00	3462	test_c
2013-01-05 00:00:00	3514	test_d
2013-01-05 00:00:00	3540	test_e
2013-01-05 00:00:00	7	test_a
2013-01-05 00:00:00	354	test_c
2013-01-05 00:00:00	1965	test_f
2013-01-05 00:00:00	1056	test_d
2013-01-05 00:00:00	2133	test_a
2013-01-05 00:00:00	580	test_c
2013-01-05 00:00:00	209	test_b
2013-01-05 00:00:00	1164	test_f

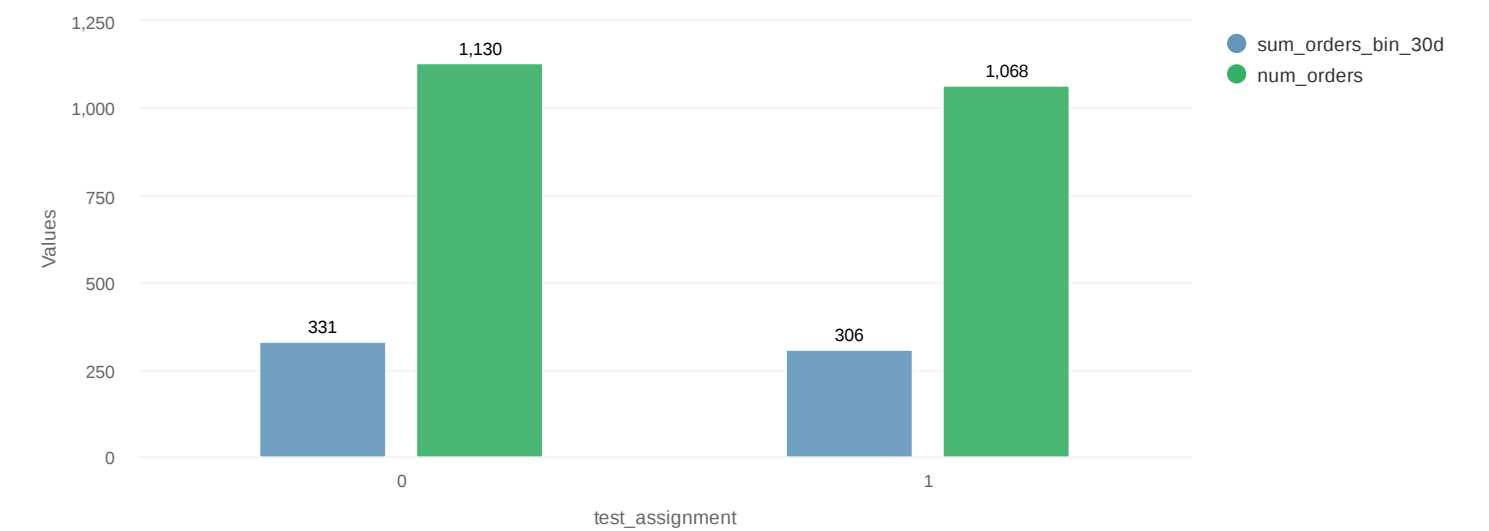◀◀ ◀ Page 1 of 1 ▶ ▶▶   Showing 1-100 of 100 results

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The SQL result of Question 3

num_orders	sum_orders_bin_30d	test_assignment
1130	331	0
1068	306	1

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The total orders and successful cases between test treatment and non-test treatment

Final_assignment

The SQL result of Question 4

average_views_per_item	items	test_assignment	viewed_percent	views_binary_30
119.7628	1130	0	81	918
119.3390	1068	1	83	890

Showing 1-2 of 2 results

the total items and successful cases between test treatments and non-test treatments.