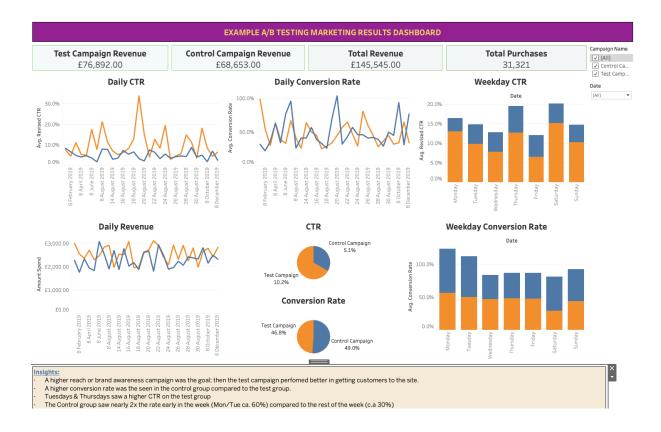## A/B Testing

Data originally sourced from Richard Warepram 'Intro to AB Testing'
(https://warepam.medium.com/)

https://statso.io/wp-content/uploads/2022/11/archive.zip

Initial data cleansing done in Python to remove nulls. Notebook is in Github.

Insights:

Depending on the marketing goals the aims of the campaigns could've been achieved if:

- A higher reach or brand awareness campaign was the goal; then the test campaign perfomed better in getting customers to the site.
- A higher conversion rate was the seen in the control group compared to the test group.
- Tuesdays & Thursdays saw a higher CTR on the test group
- The Control group saw nearly 2x the rate early in the week (Mon/Tue ca. 60%) compared to the rest of the week (c.a 30%).