UDACITY

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Analyze A/B Test Results

REVIEW

HISTORY

Meets Specifications

Hi Student, This is an excellent attempt. 🎉✌️

You have done an excellent job in the first part of the project by correctly preparing the dataset and removing the duplicates and bad records. Very well done in the second part as well by interpreting the simulation and performing the z-test correctly.

However, you need to work a little more on this project to meet all the specifications. Since you have already addressed most of the specifications, it is just a matter of paying attention to some finer details (please see below). I am sure you will be able to quickly get this project to meet all specifications 👌

I explained below in detail what changes you need to make in the comments marked as Required. To pass this project, you only need to address the comments marked as **Required**. The comments marked as **Suggestion** are optional and do not need to be addressed to pass this project. But if you address these suggested issues, it will improve your project.

All the best for resubmission. 👍 Thanks!!

You can have more look here on Analyse A/B test results.

Don't forget to rate my work as a project reviewer! Your feedback is very helpful and appreciated. 😊

Code Quality

All code cells can be run without error.

Docstrings, comments, and variable names enable readability of the code.

Already passed 🙌

Statistical Analyses

All results from different analyses are correctly interpreted.

- In "Part II - A/B Test", student should correctly interpret the test statistic and p-value.
- In "Part III - A regression approach", student should correctly analyze the interaction effects on all of p-value and statistical significance to predict conversions.

Required Part 3 Q1 (h)

You have correctly created the interaction variables and fit them into the model. You need to include the other variables such as ab_page and intercept to obtain correct p-values.

You need to obtain the summary result as below.

```
In [20]: output_logistic2.summary2()
```

Out[20]:

Model:	Logit	No. Iterations:	6.0000
Dependent Variable:	converted	Pseudo R-squared:	0.000
Date:	2021-01-06 04:01	AIC:	212782.6602
No. Observations:	290584	BIC:	212846.1381
Df Model:	5	Log-Likelihood:	-1.0639e+05
Df Residuals:	290578	LL-Null:	-1.0639e+05
Converged:	1.0000	Scale:	1.0000

	Coef.	Std.Err.	z	P>|z|	[0.025	0.975]
intercept	-2.0040	0.0364	-55.0077	0.0000	-2.0754	-1.9326
ab_page	-0.0674	0.0520	-1.2967	0.1947	-0.1694	0.0345
UK	0.0118	0.0398	0.2957	0.7674	-0.0663	0.0899
US	0.0175	0.0377	0.4652	0.6418	-0.0563	0.0914
UK_ab_page	0.0783	0.0568	1.3783	0.1681	-0.0330	0.1896
US_ab_page	0.0469	0.0538	0.8718	0.3833	-0.0585	0.1523

All statistical numeric values are calculated correctly.
Tip: Students can optionally attempt the classroom quizzes to ensure they are calculating the right value in many cases.

This has been corrected now. Great work 👏

Conclusions should include both - statistical reasoning and practical reasoning for the situation.

Correct final conclusion is drawn. Looks satisfactory...

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