Congratulations! You passed!

Grade received 81.81%
To pass 80% or higher

Go to next item Retake the assignment in **7h 59m**

Prepared for the Final Project?

Latest Submission Grade 81.81%

1. Which of the following are the purpose of AB testing? (Select all that apply). **1 / 1 point**

- [x] Learn from data

  Correct
  When you are doing an AB test, this is the part where you can learn from your data.

- [x] Provide evidence for or disprove a hypothesis

  Correct
  When you are doing an AB test, this is the part where you can learn about your hypothesis.

- [ ] Clean and label data

2. Which of the following are necessary components of a user-level test assignment table? (Select all that apply). **1 / 1 point**

- [x] The user_id

  Correct

Exactly! We'll need this selected thing to move forward along with other information.

- [x] A test name or number

Correct
Exactly! We'll need this selected thing to move forward along with other information.

- [x] The date or time of assignment

Correct
Exactly! We'll need this selected thing to move forward along with other information.

- [ ] The user's email address
- [x] The assignment (treatment or control?)

Correct
Exactly! We'll need this selected thing to move forward along with other information.

3. Which of the following are necessary components of an item-level test assignment table? (Select all that apply). **0 / 1 point**

- [x] The user_id

This should not be selected
Please revisit the videos on: **Test Assignments** and refer back to the reading **Some Thoughts for the Final Assignment**.

- [ ] The item category

- [x] A test name or number

Correct
Exactly! We'll need all of this selected thing to move forward.

- [x] The item id

Correct
Exactly! We'll need all of this selected thing to move forward.

- [ ] The date or time of assignment
- [x] The assignment (treatment or control?)

Correct
Exactly! We'll need all of this selected thing to move forward.

4. In the final project we'll be doing AB testing at an item level. Check out the table final_assignment_qa. What other pieces of data will you need to compute the 30-day order binary. (Select all that apply). **1 / 1 point**

Please note: 30-day order binary means show a 1 if the item was ordered at any point the 30 day period after treatment, and 0 if the item was never ordered.

- [ ] The users table
- [ ] The item category
- [x] The orders table

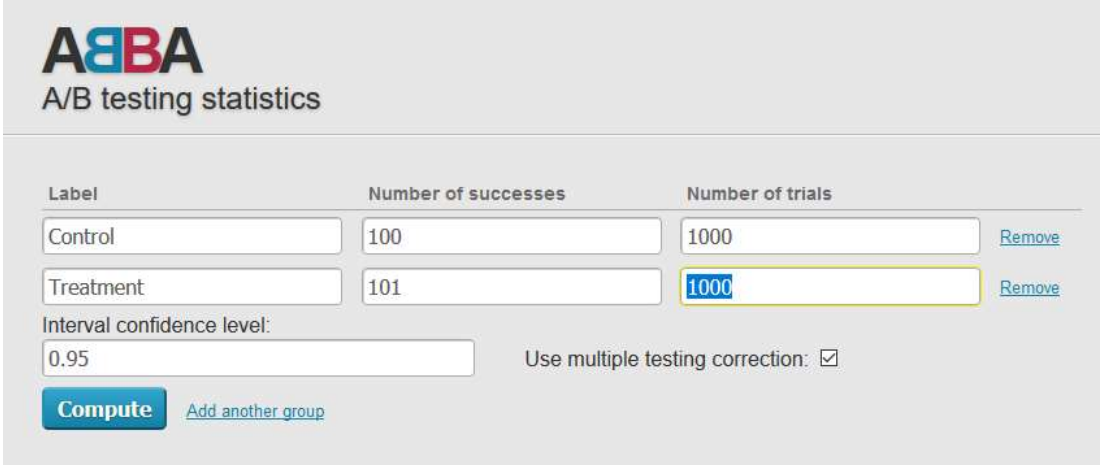
Correct
Exactly! You will need this information for your assignment.

- [ ] The user_id

- [x] I'm still missing something

Correct
Exactly! The thing we are still missing is the date of the assignment.

5. Use this AB testing calculator. Enter the numbers seen in the image, and use the results to determine if the results are statistically significant. **1 / 1 point**

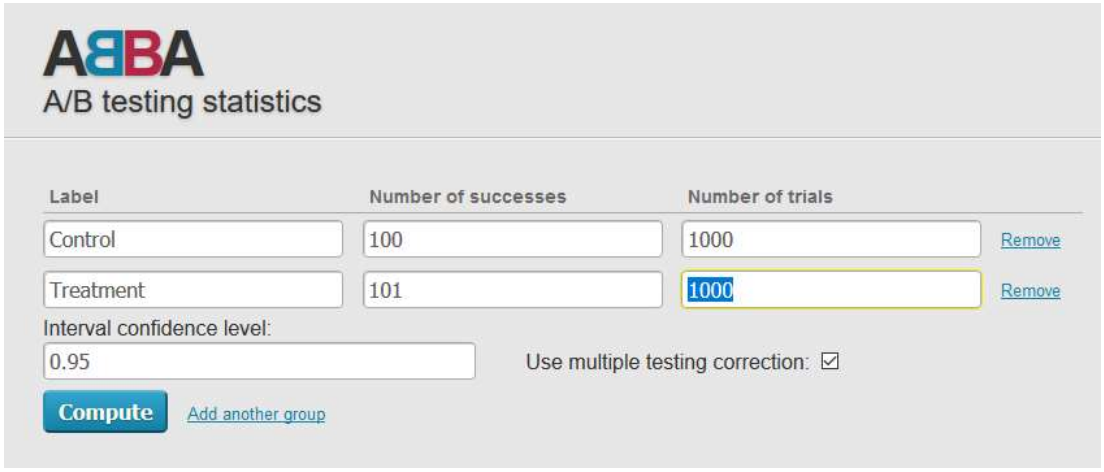


Are the results statistically significant?

- (•) No
- ( ) Yes

Correct
The p-value is 0.97 and the true mean is likely to be between -25% and 27%. This result is not statistically significant.

6. Use this AB testing calculator. Enter the numbers seen in the image, and select all the correct interpretations of the data. **0 / 1 point**



- [x] We have not collected enough samples to be able to detect statistically significant lift of 1%

Correct
This is a correct interpretation of the data.

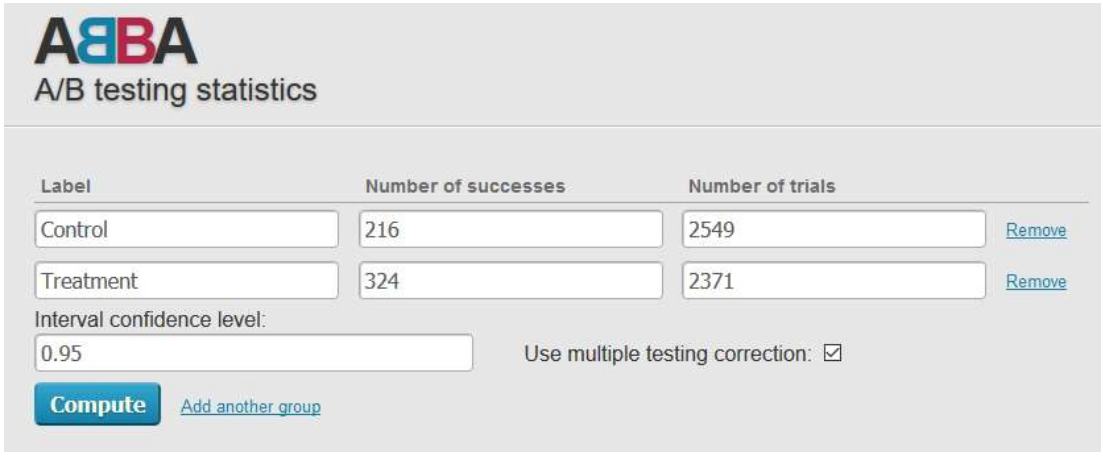
- [x] The treatment caused a 1% lift in the success metric

This should not be selected
Please revisit the lesson: **Statistics Refresher (Optional)**.

- [ ] There is no detectable change in this metric

- [ ] The treatment caused a lift of as much as 27% in the success metric

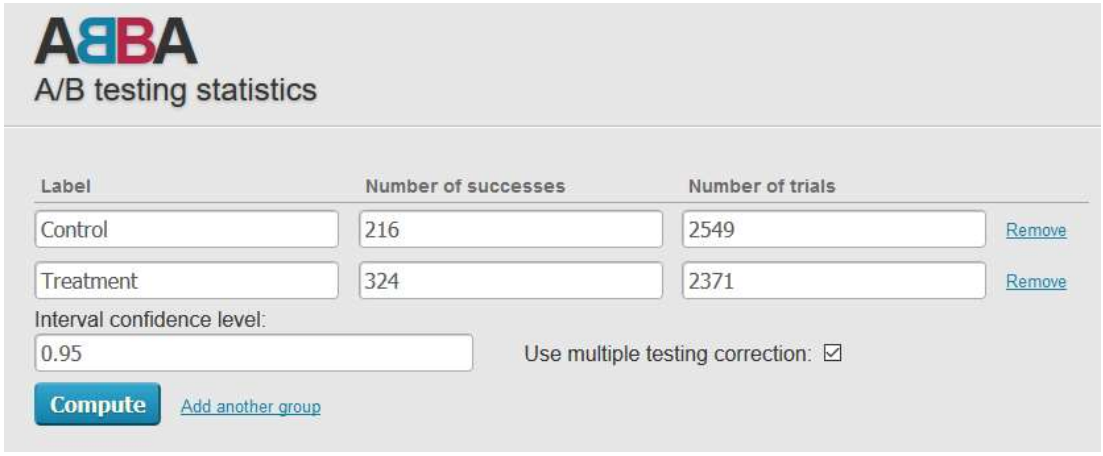
7. Use this AB testing calculator. Enter the numbers seen in the image. In this calculation, what is the observed success rate in control? **1 / 1 point**



- ○ 61%
- ○ 40% to 81%
- ◉ 8.5%
- ○ 12% to 15%
- ○ 14%
- ○ 7.5% to 9.6%

✓ **Correct**
This is the observed success rate in control.

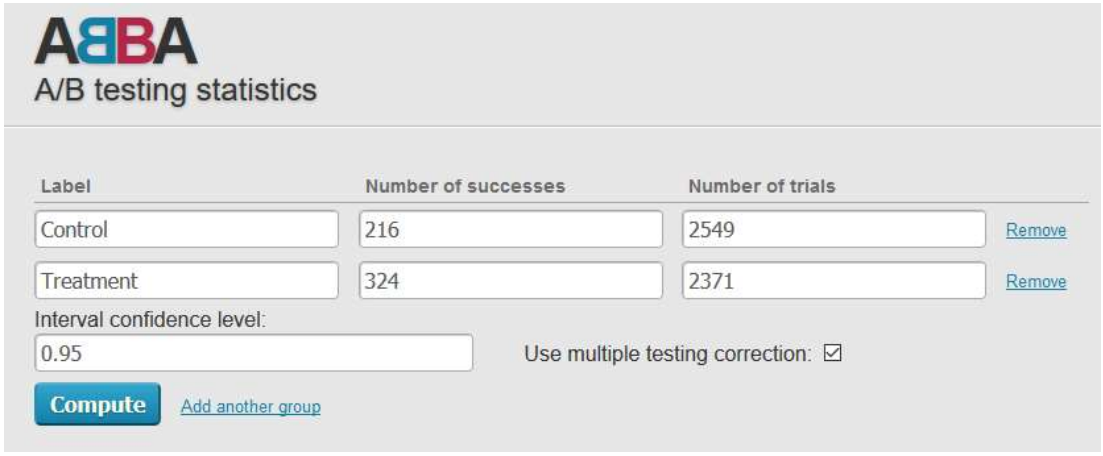
8. Use this AB testing calculator. Enter the numbers seen in the image. In this calculation, what is the observed success rate in treatment? **1 / 1 point**



- ○ 12% to 15%
- ◉ 14%
- ○ 61%
- ○ 8.5%
- ○ 7.5% to 9.6%
- ○ 40% to 81%

✓ **Correct**
This is the observed success rate in treatment.

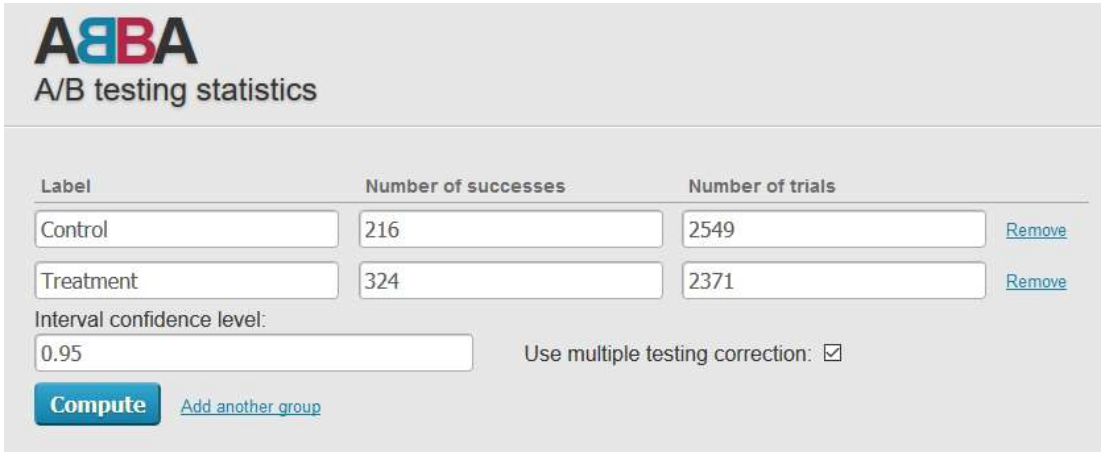
9. Use this AB testing calculator. Enter the numbers seen in the image. In this calculation, what is the observed relative lift in success rate between control and treatment? **1 / 1 point**



- (●) 61%
- ( ) 8.5%
- ( ) 14%
- ( ) 40% to 81%
- ( ) 12% to 15%
- ( ) 7.5% to 9.6%

Correct
This is the observed relative lift in success rate between control and treatment.

10. Use this AB testing calculator. Enter the numbers seen in the image. In this calculation, what is the range of improvement that is likely to have been caused by the treatment? **1 / 1 point**



- ○ 12% to 15%
- ○ 7.5% to 9.6%
- ◉ 40% to 81%
- ○ 8.5%
- ○ 61%
- ○ 14%

✓ **Correct**
The observed improvement is 61%, and we can say with 95% confidence that the underlying lift is somewhere between 40% and 81%.

11. Which of the following queries would meet the coding standards for the final project? **1 / 1 point**

- ○ SELECT

  COUNT(*)

  FROM dsv1069.users

SELECT

COUNT(*) AS user_count

FROM dsv1069.users

Correct

It is important to write a descriptive label for any new columns.