**A/B Testing in Python DataCamp**

**Overview of A/B Testing**

**3. Data Processing, Sanity Checks, and Results Analysis**

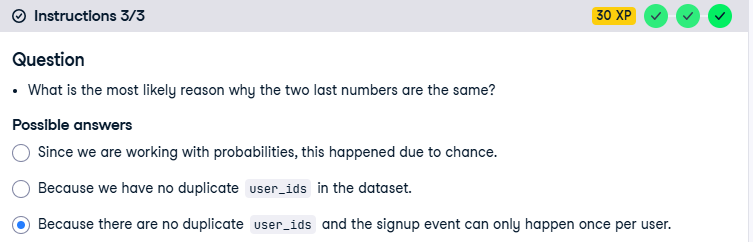
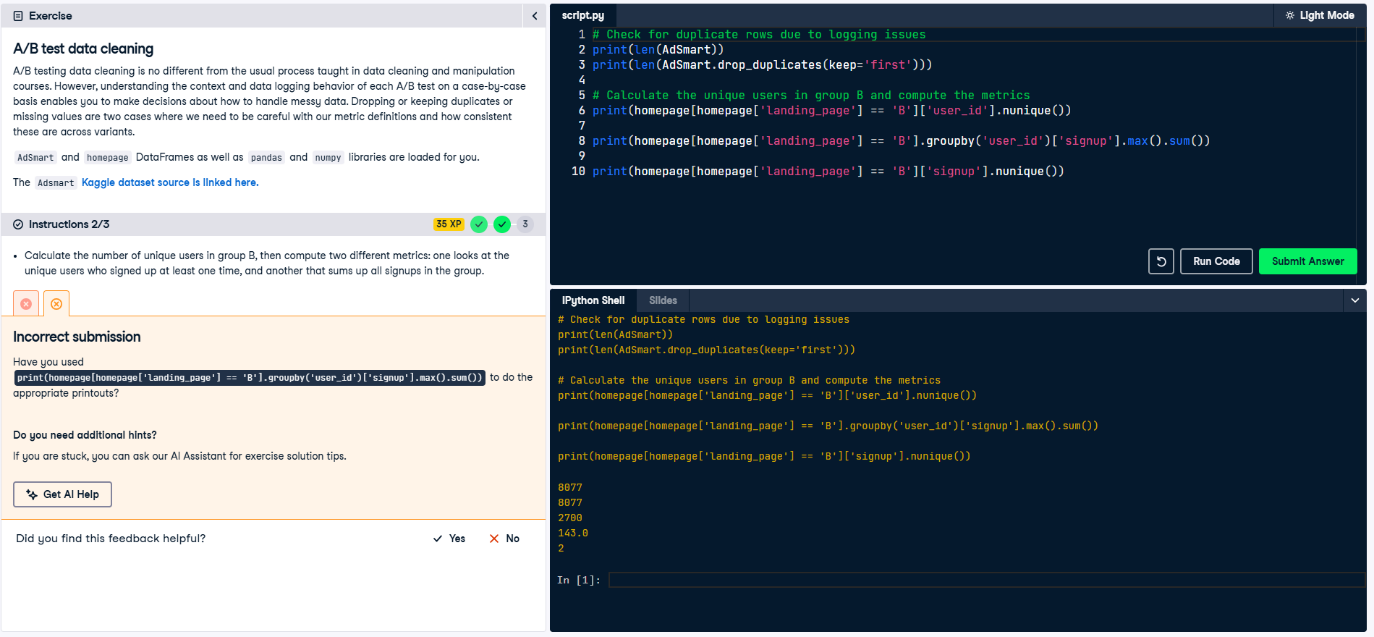
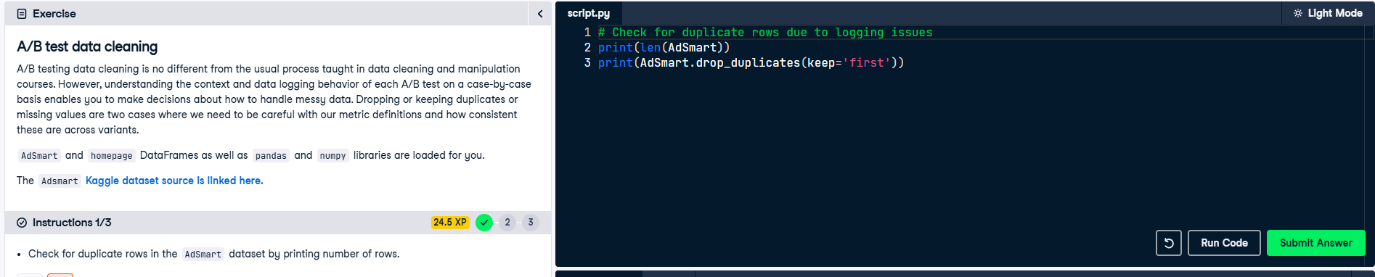
**Proportions EDAA screenshot of a computer

AI-generated content may be incorrect.**A computer screen shot of a computer screen

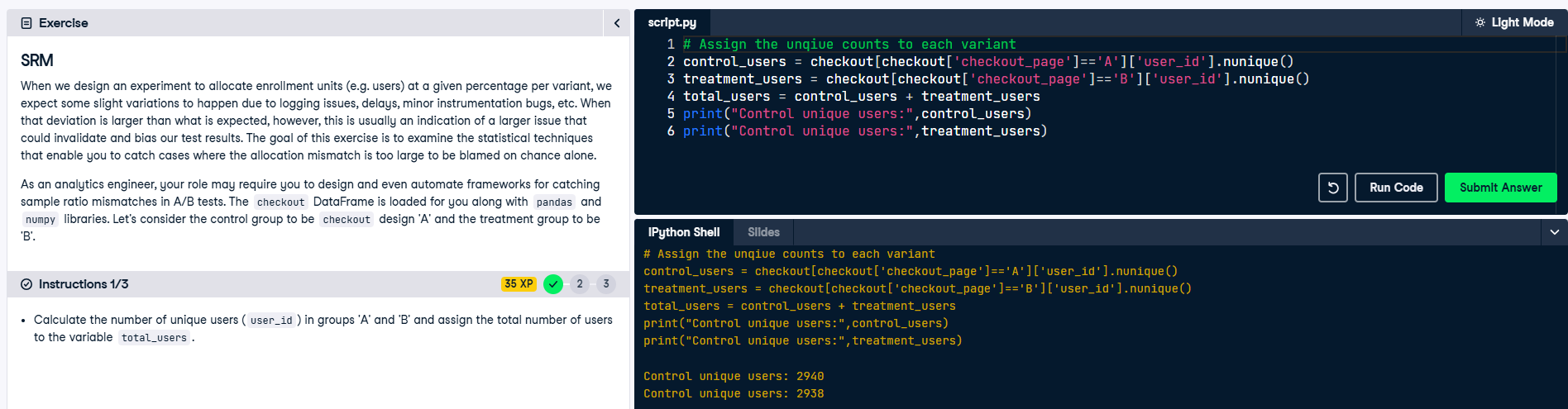
AI-generated content may be incorrect.A screenshot of a computer program

AI-generated content may be incorrect.

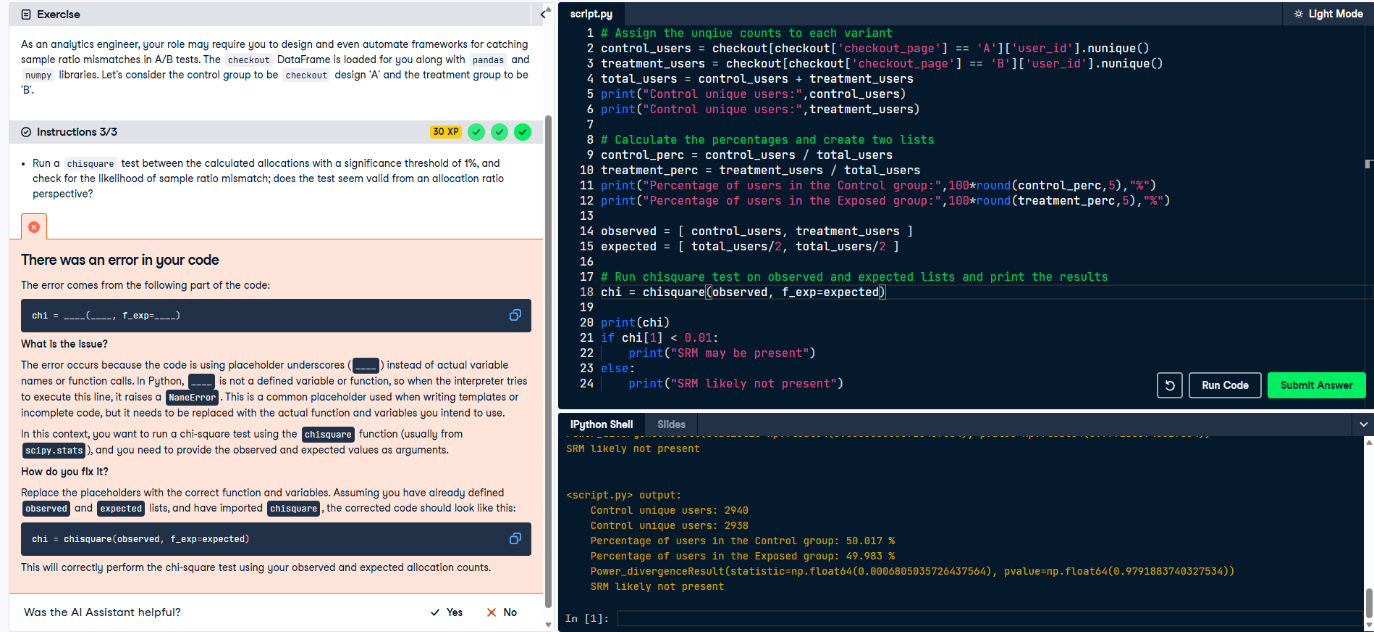
**A/B test data cleaning**

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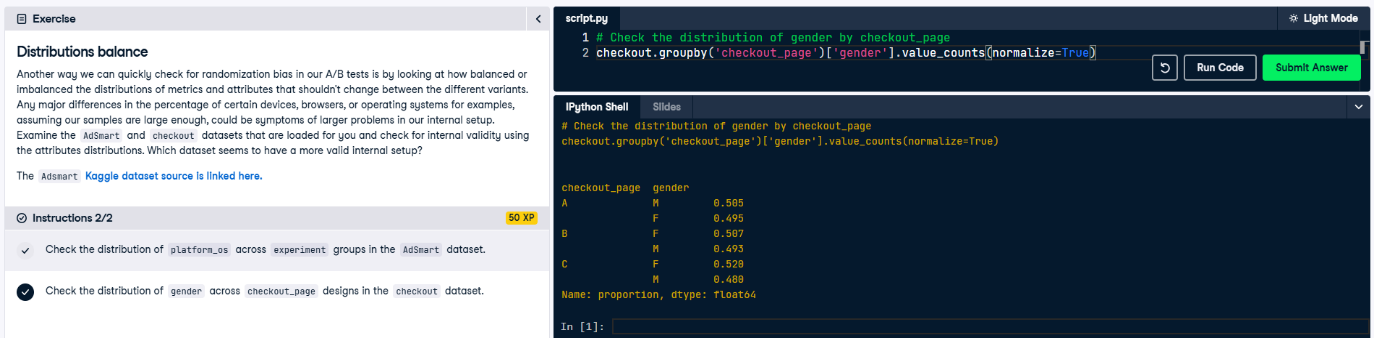
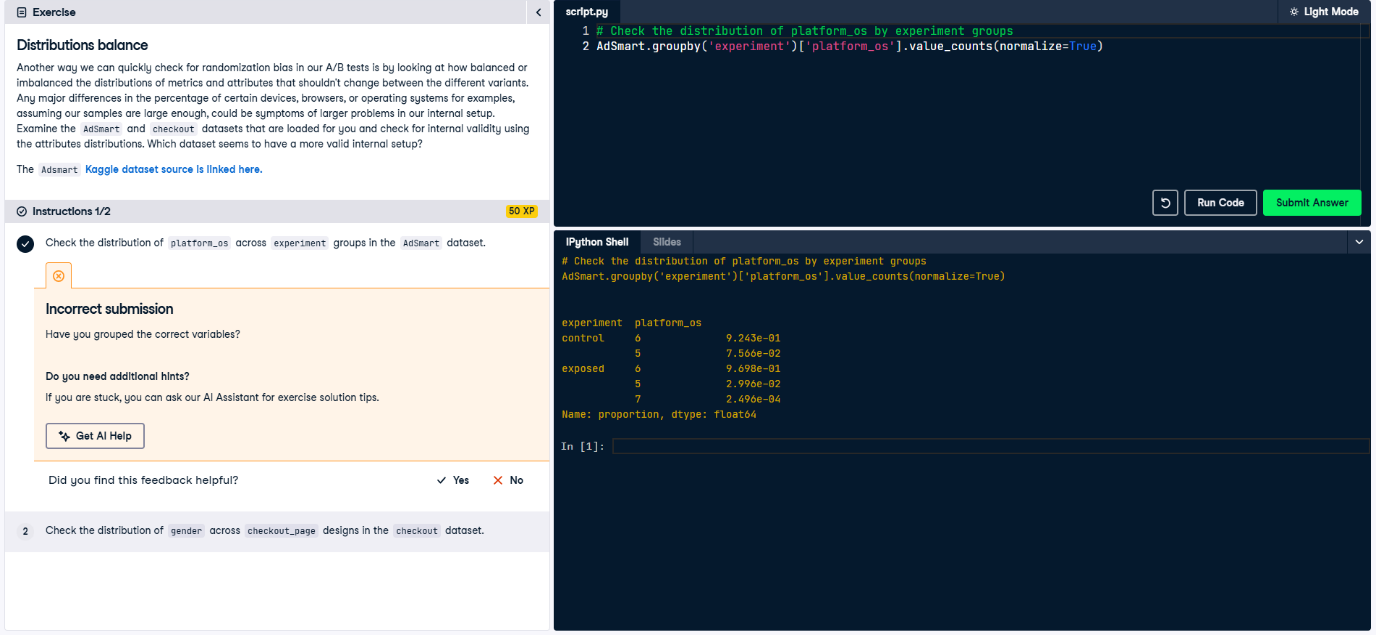
**SRM**

**A screenshot of a computer screen

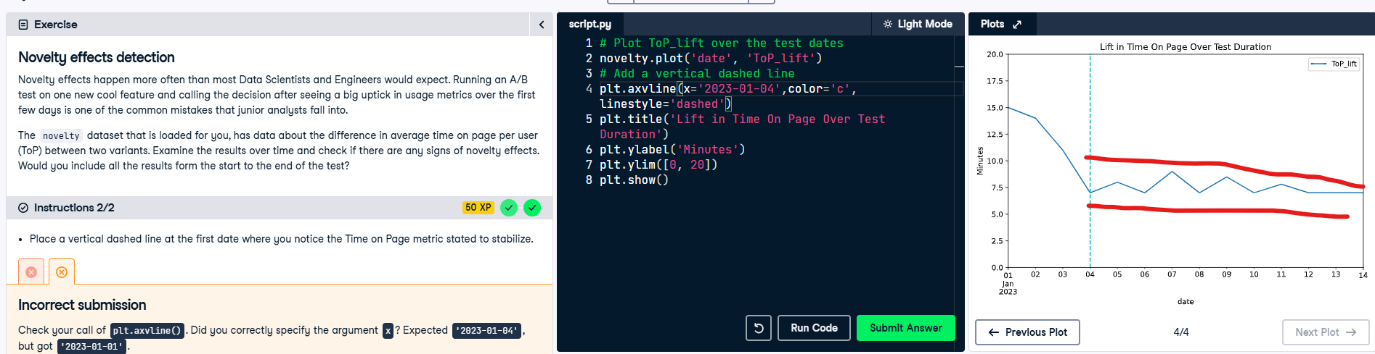
AI-generated content may be incorrect.**

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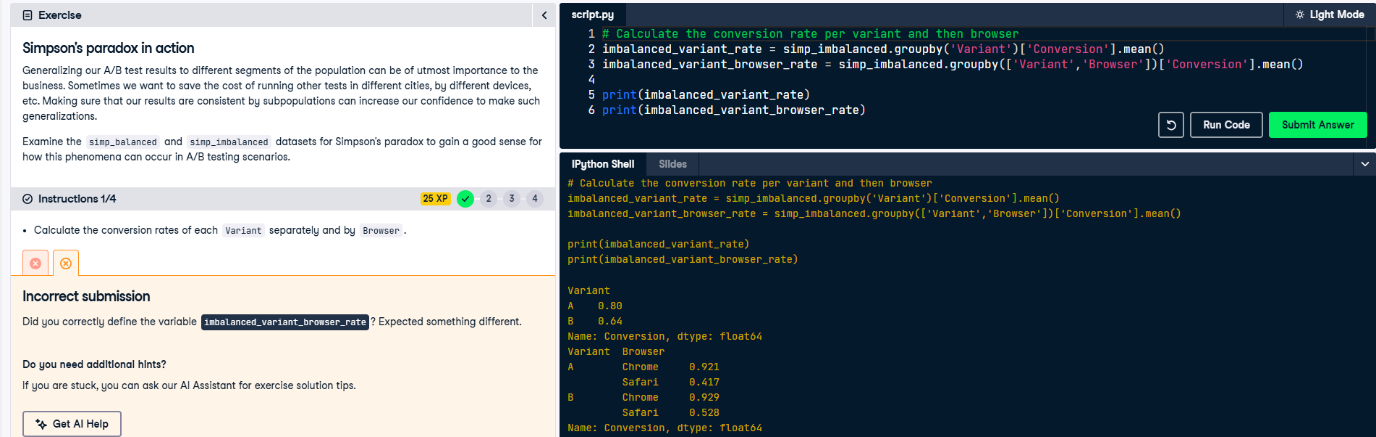
**Distributions balance**

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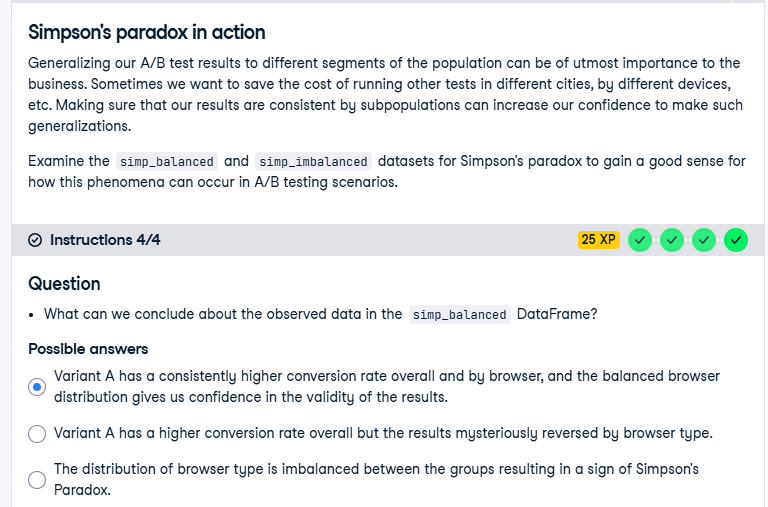
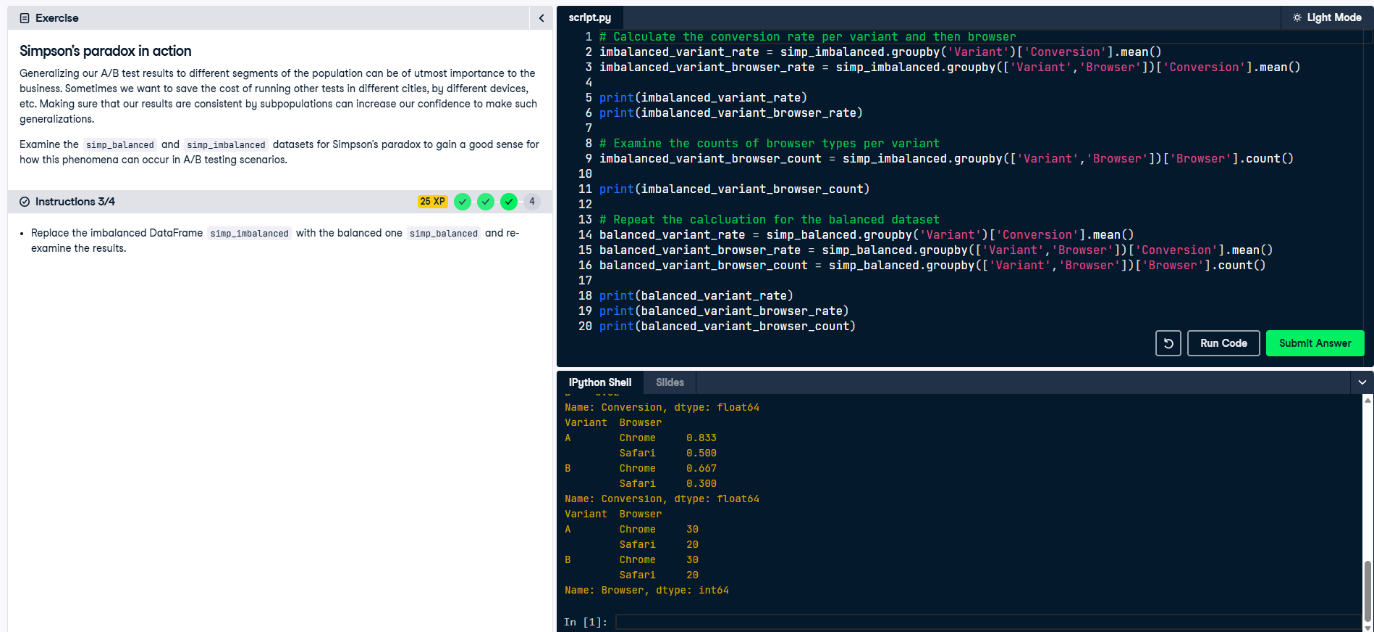
**Novelty effects detection**

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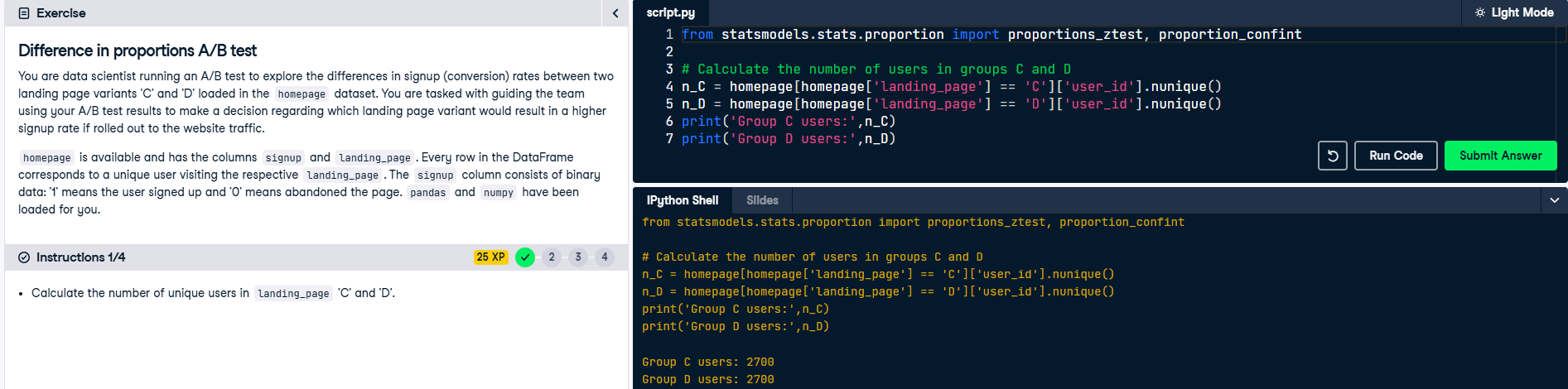
**Simpson’s paradox in action**

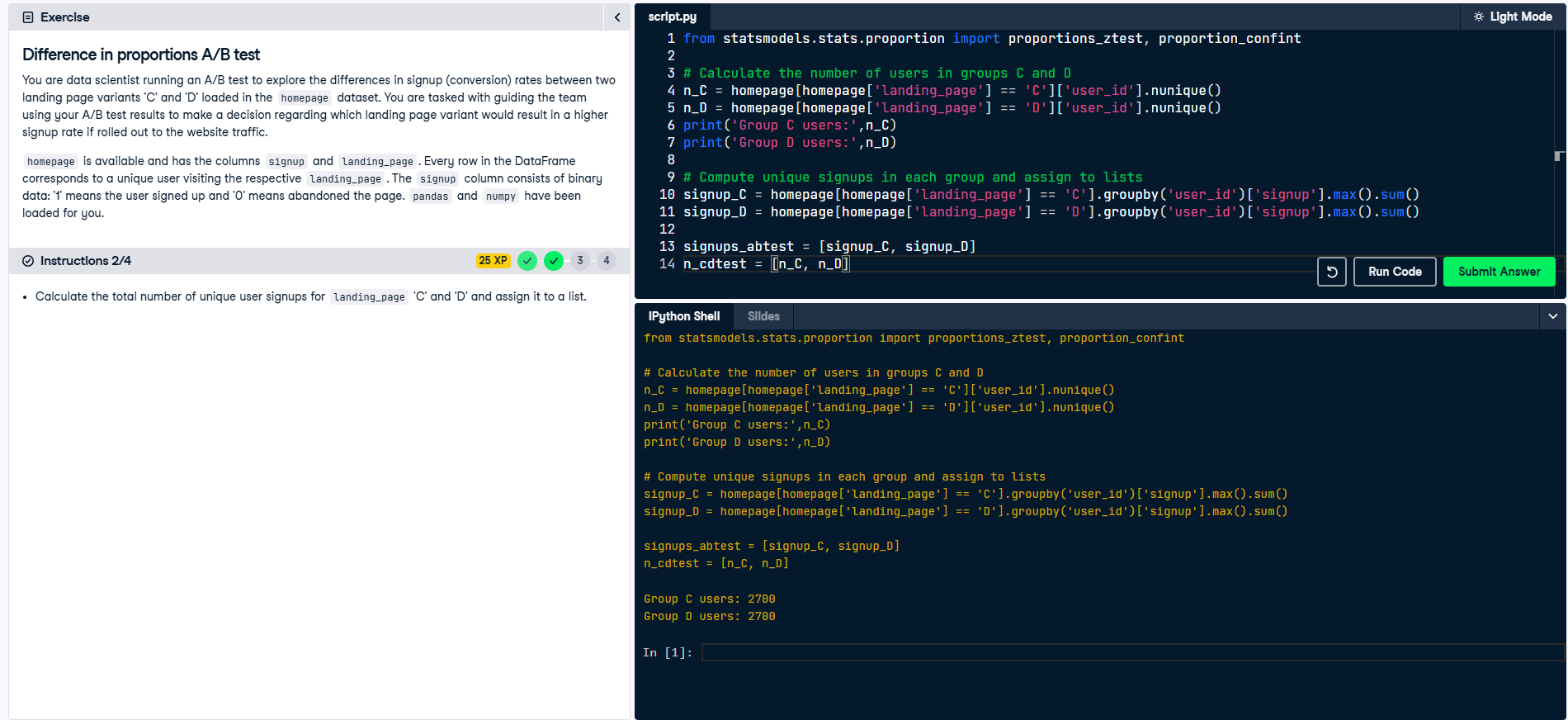
**A screenshot of a computer

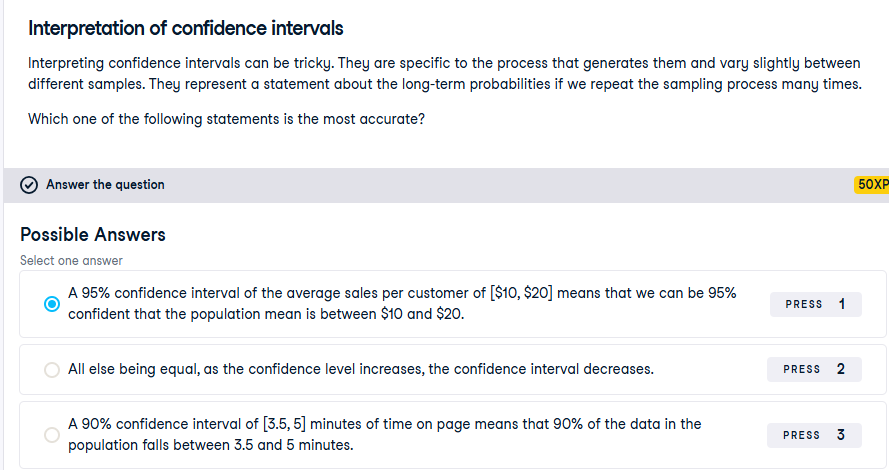
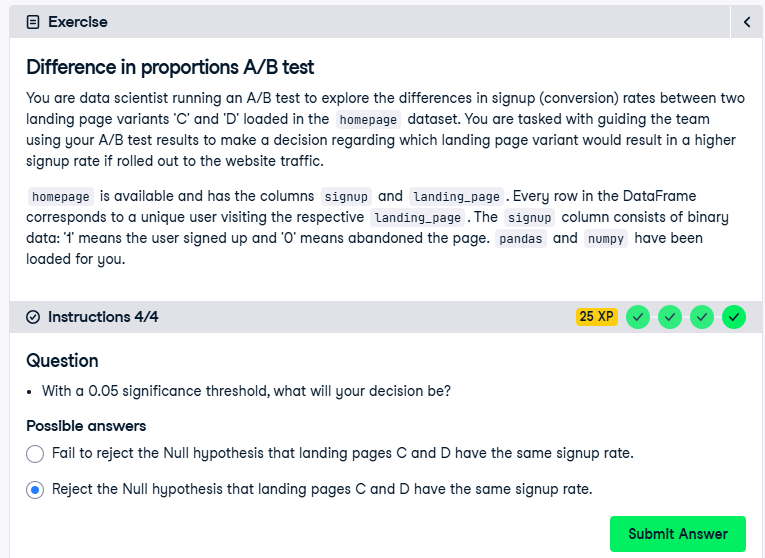
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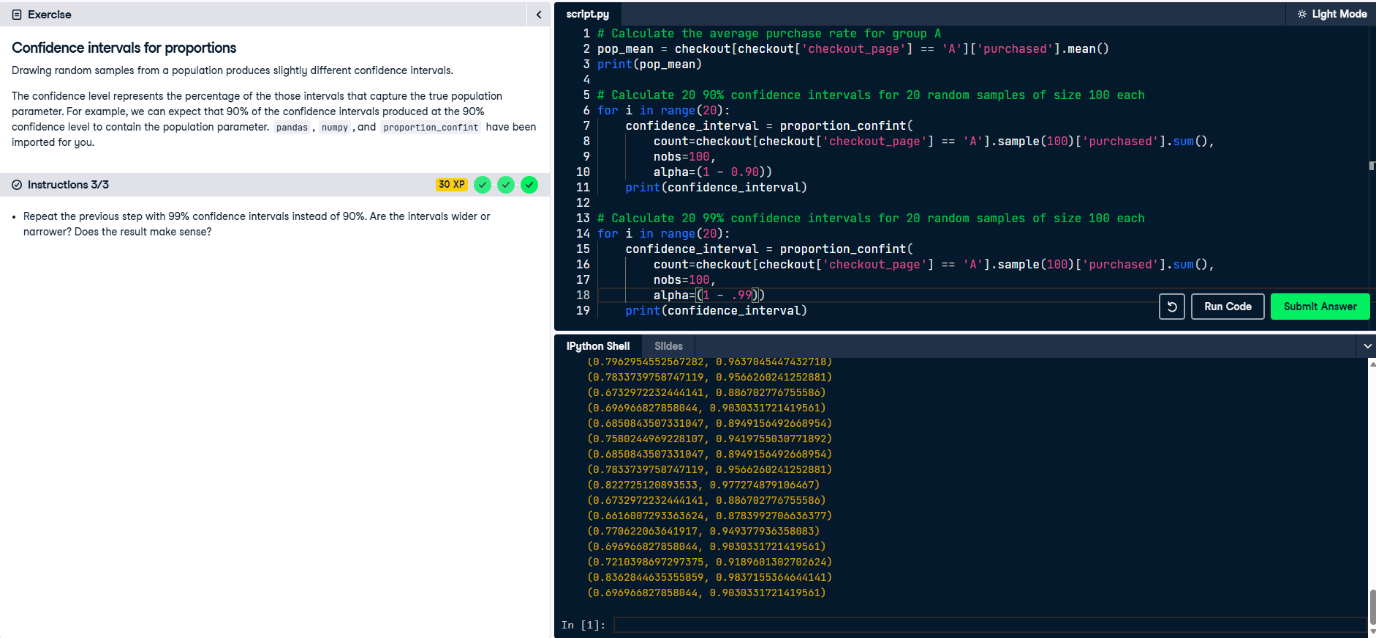
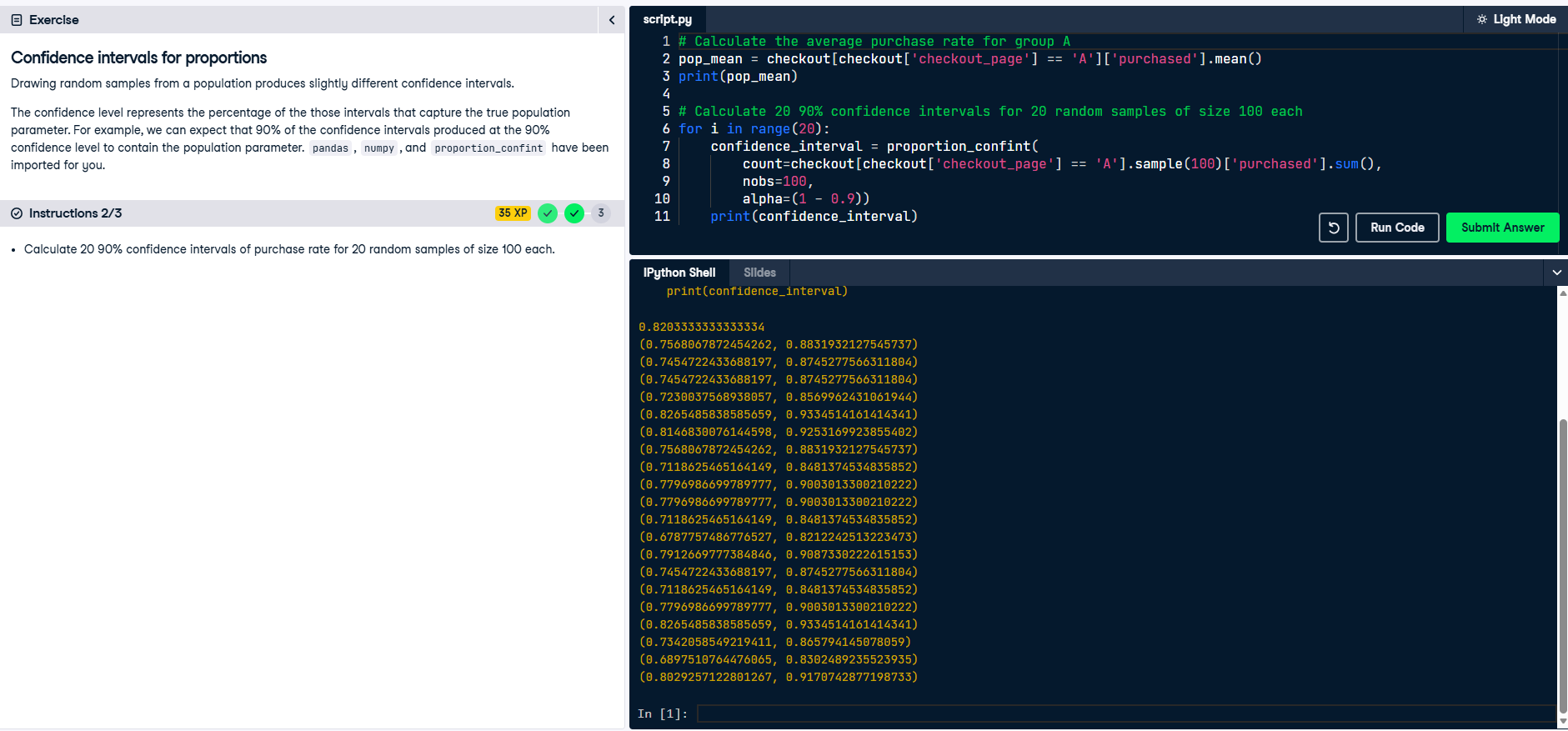
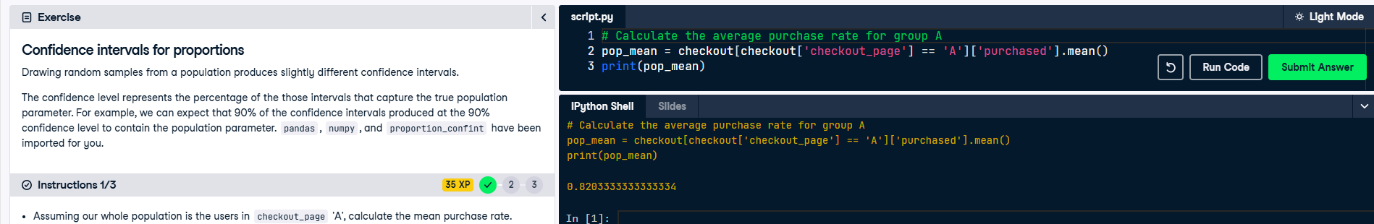
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**Difference in proportions A/B test**

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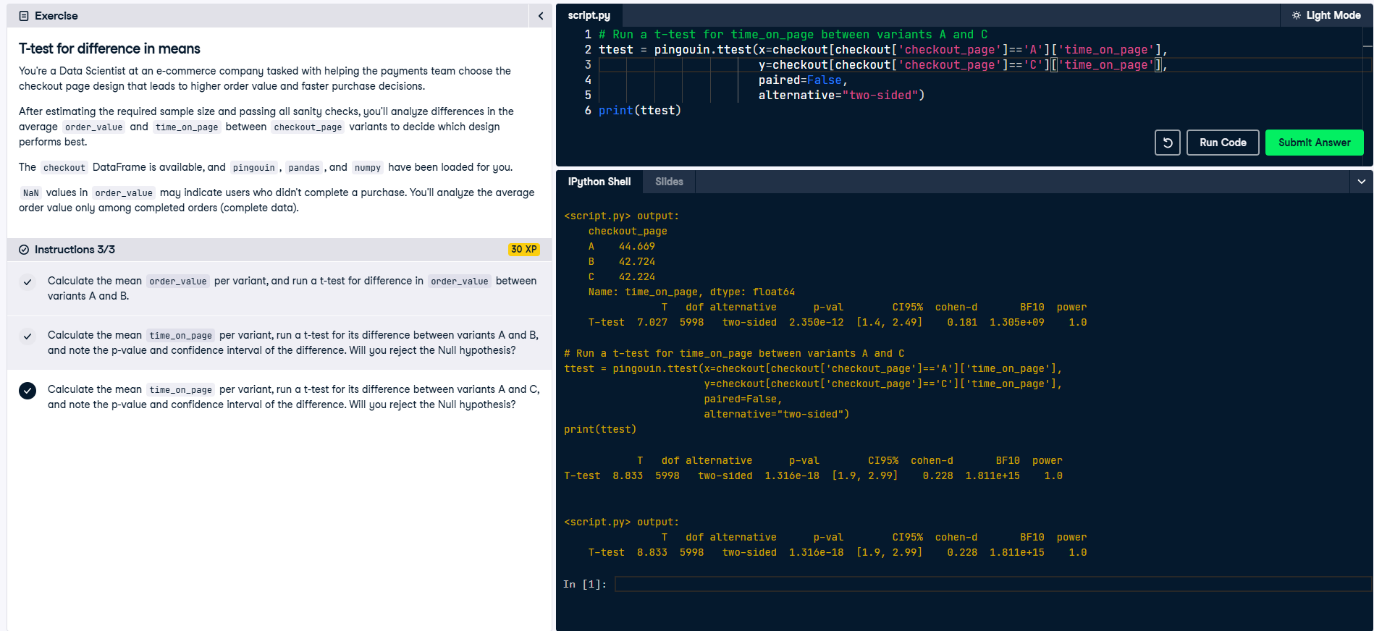
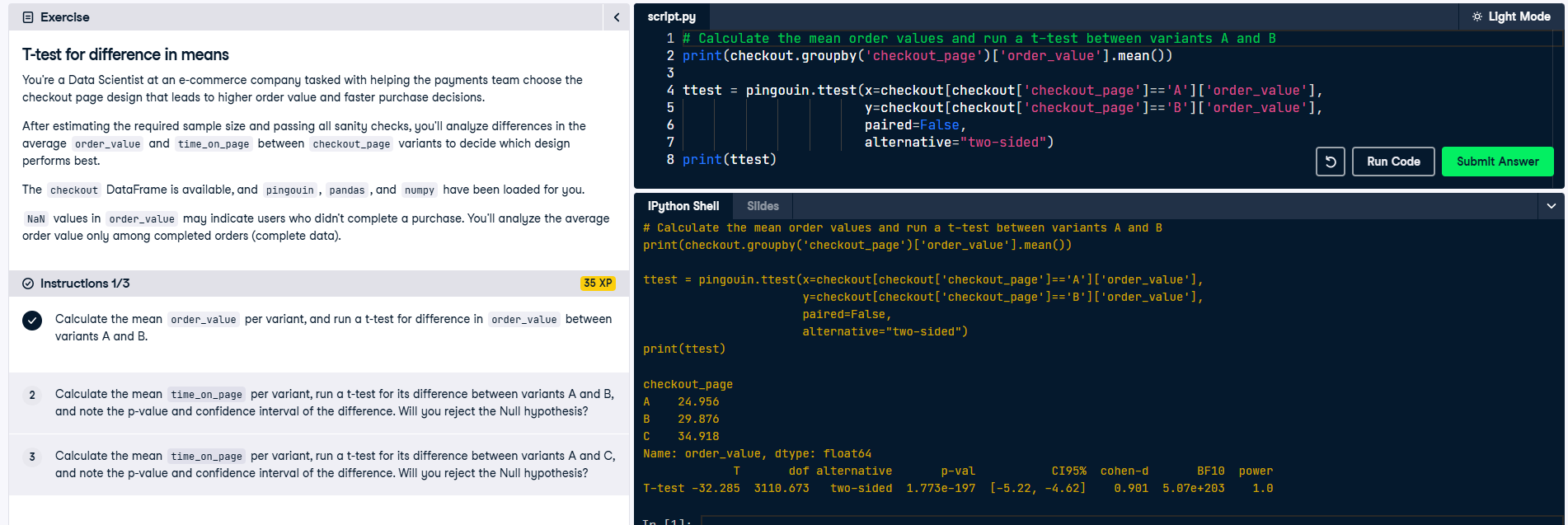
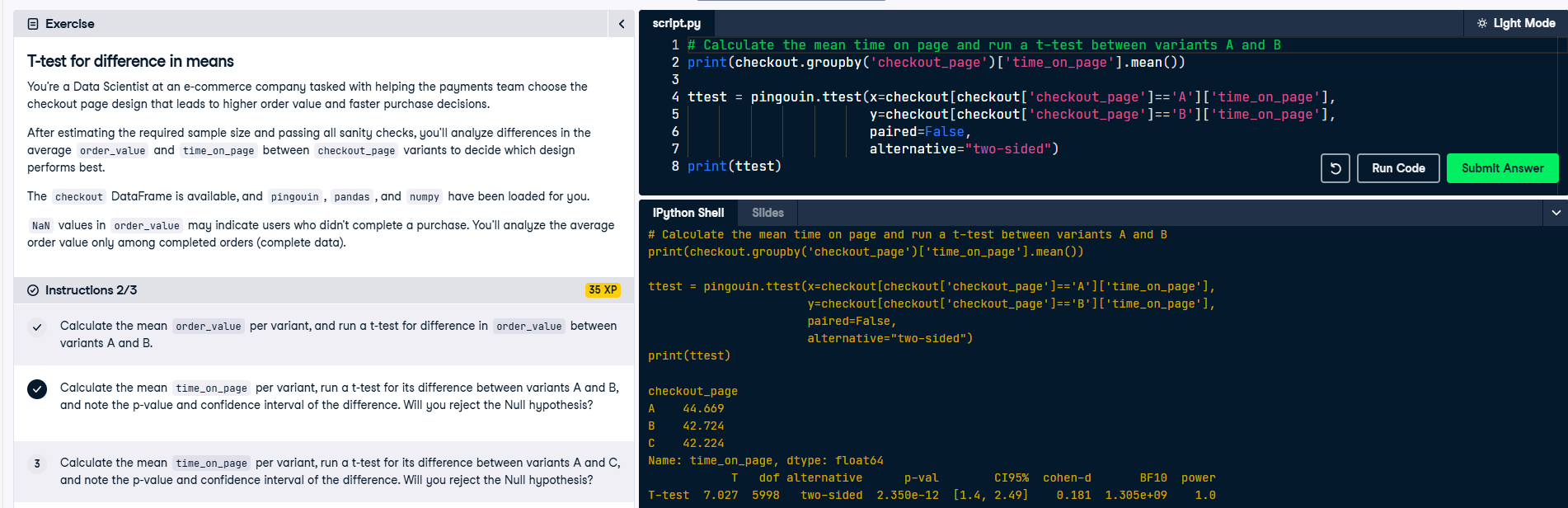
**A screenshot of a computer

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**Confidence intervals for proportions **

**4. Practical Considerations and Making Decisions**

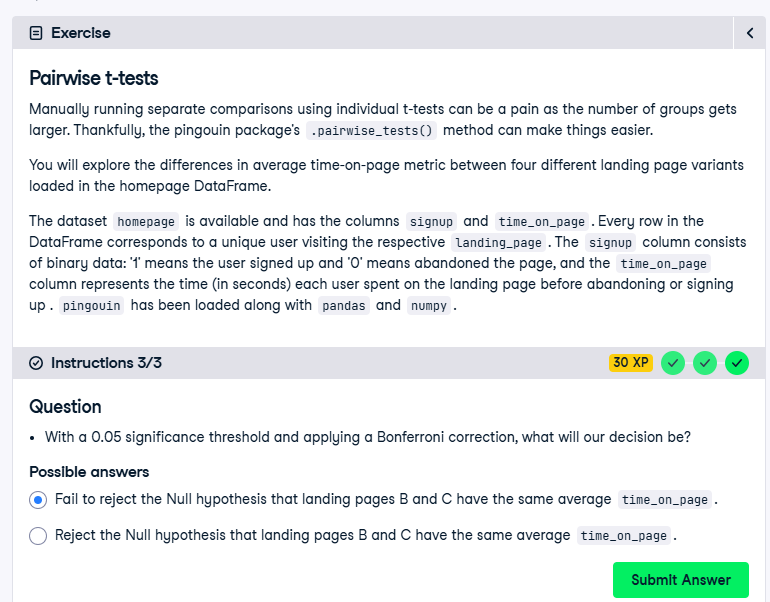
**T-test for difference in means**

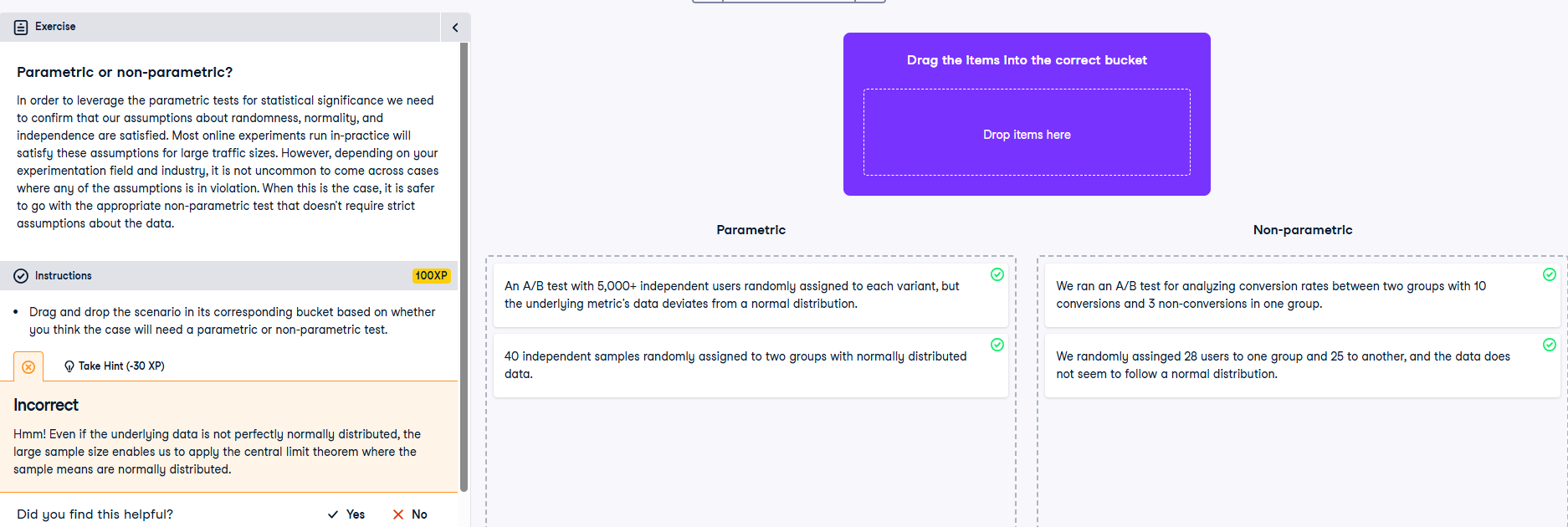
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**Pairwise t-testsA screenshot of a computer

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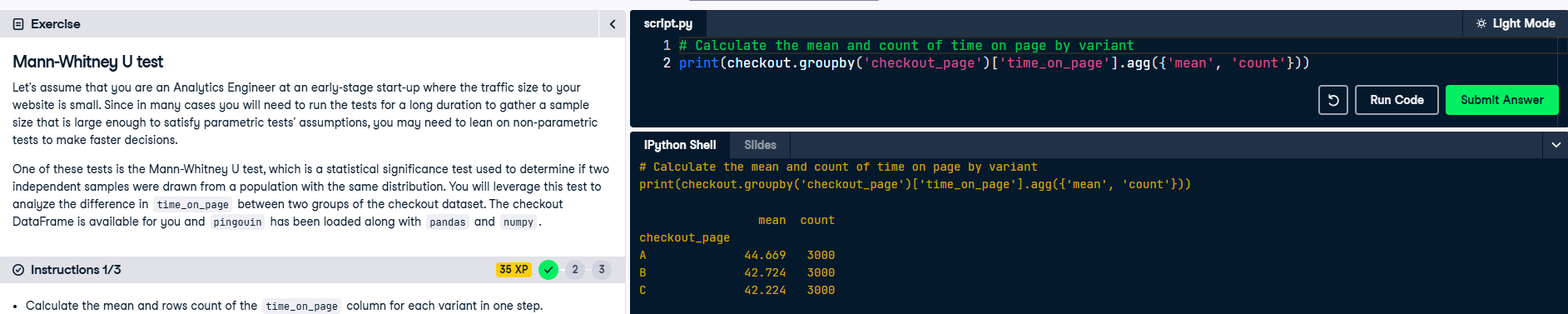
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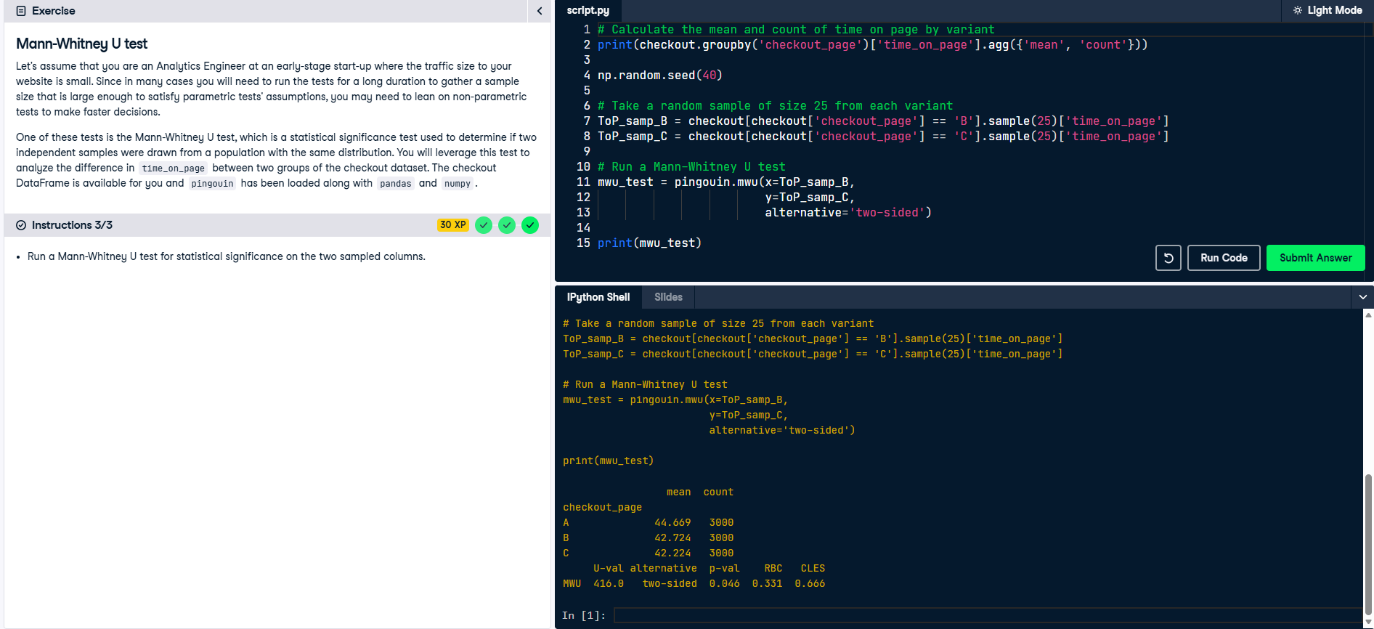
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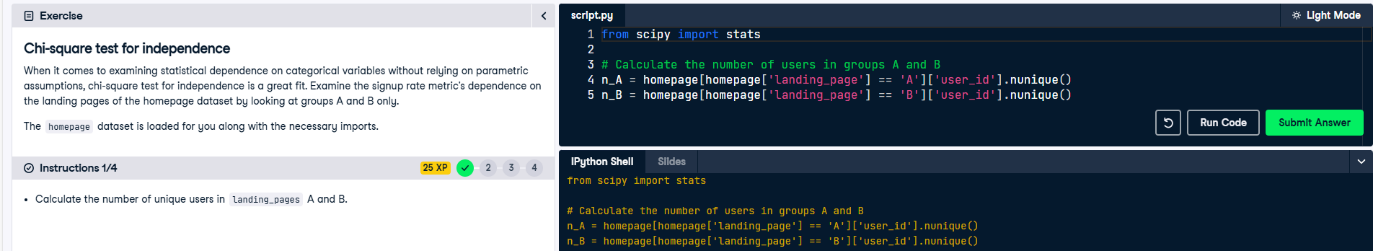
**NOTE: It is parametric if it is assigned to each variant.**

**Mann-Whitney U test**

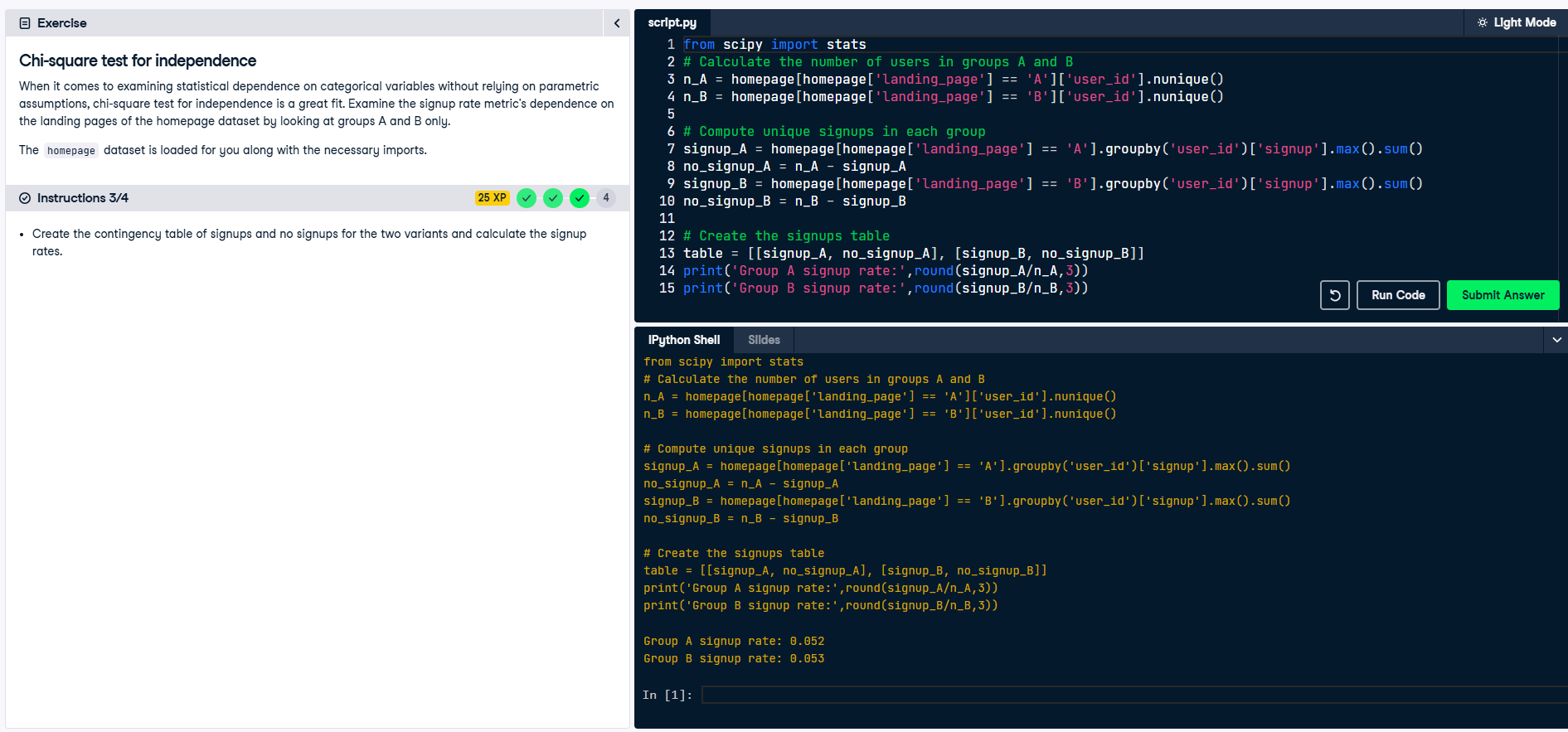
**A screenshot of a computer screen

AI-generated content may be incorrect.**

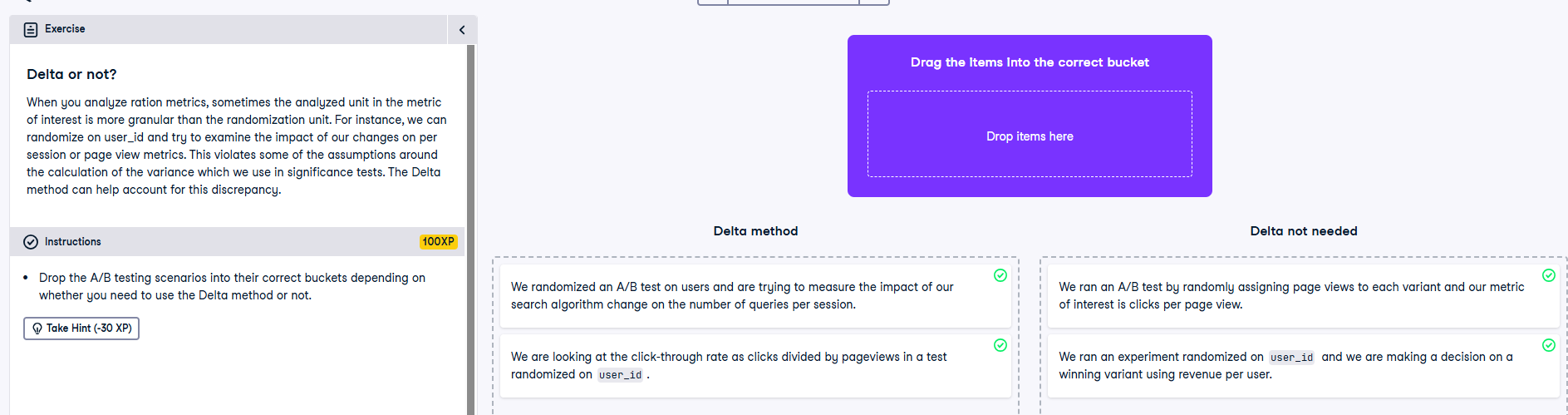
**Chi-square test for independence**

**A screenshot of a computer

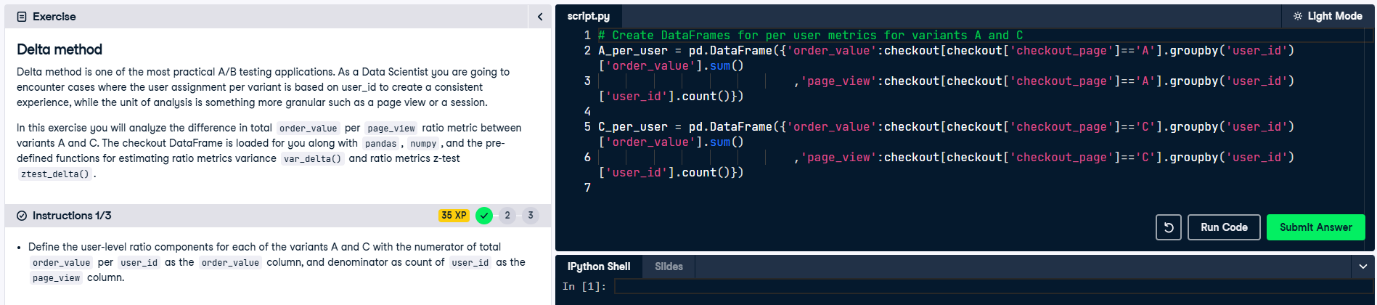
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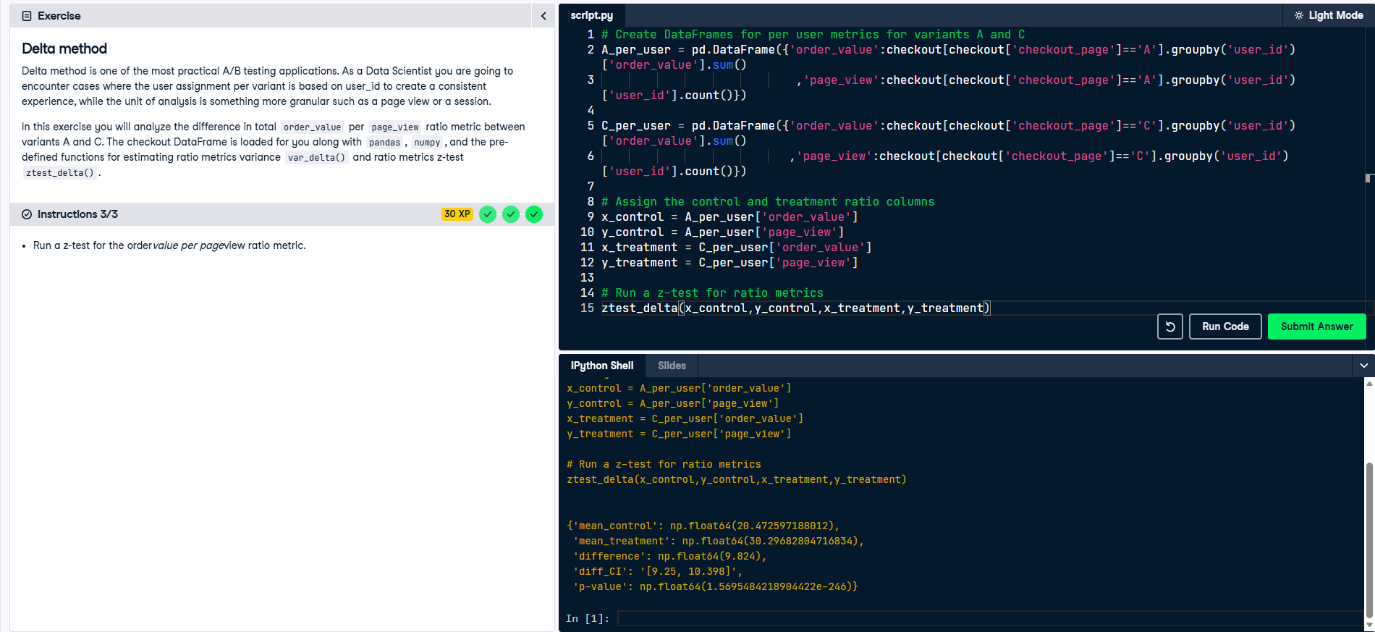
**A screenshot of a computer screen

AI-generated content may be incorrect.**

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**Delta method**

**A screenshot of a computer screen

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