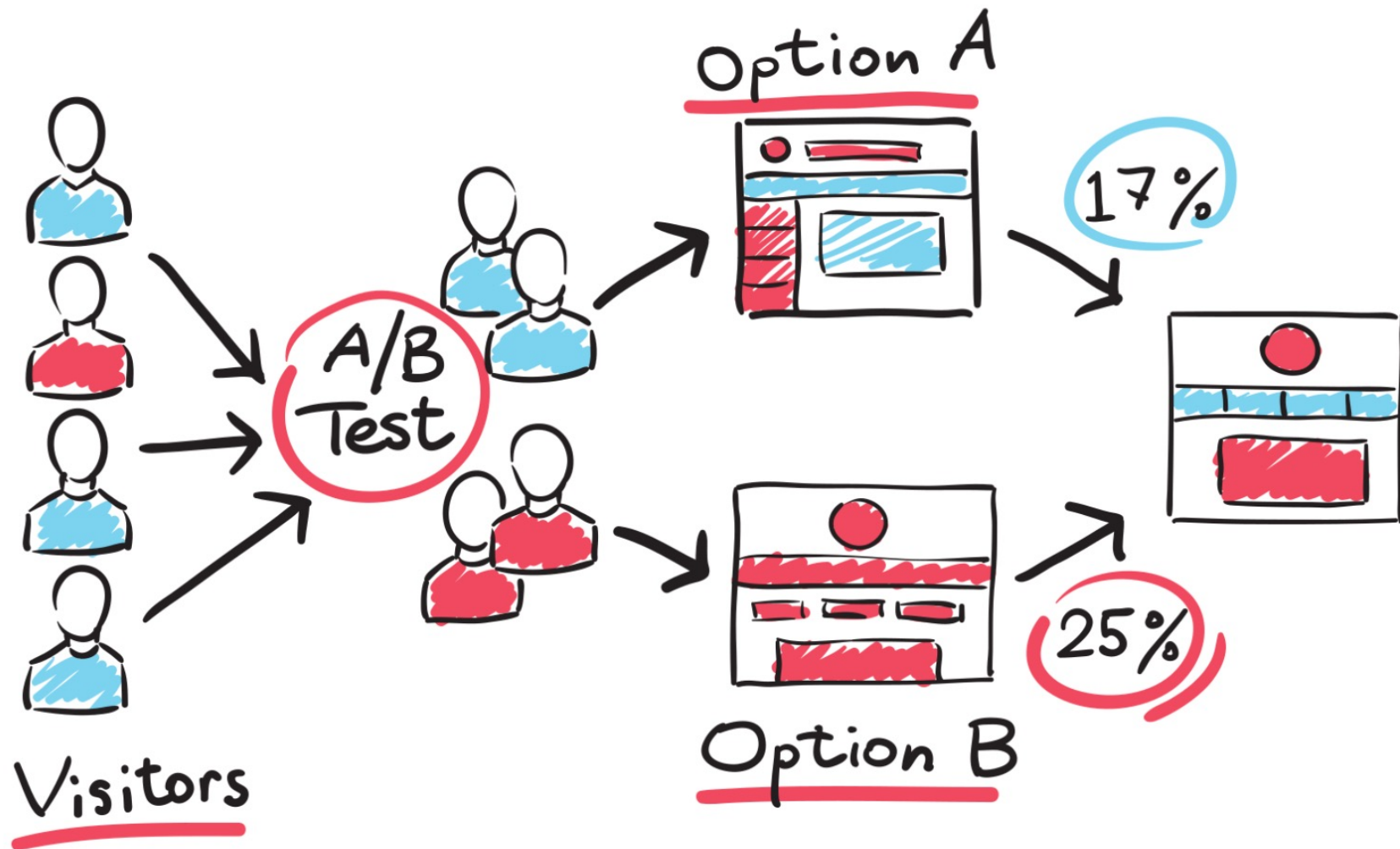


A/B Test 핵심기초

AB Testing Basic Course For PO & DA

A/B Test 개념



A/B Test는 기존 서비스(A)와 새롭게 적용하고 싶은 서비스(B)를 통계적인 방법으로 비교하여, 새롭게 적용한 서비스가 기존 서비스에 비해 더 개선되었는지를 확인하는 방법론입니다.

왜 A/B Test 해야하는지?

상관관계 -> 인과관계

말할 수 있나요?

왜 A/B Test 해야하는지?

키



몸무게



몸무게



키



왜 A/B Test 해야하는지?

월급



소비



소비



월급



왜 **A/B Test** 해야하는지?

상관관계 = 데이터적 관계성

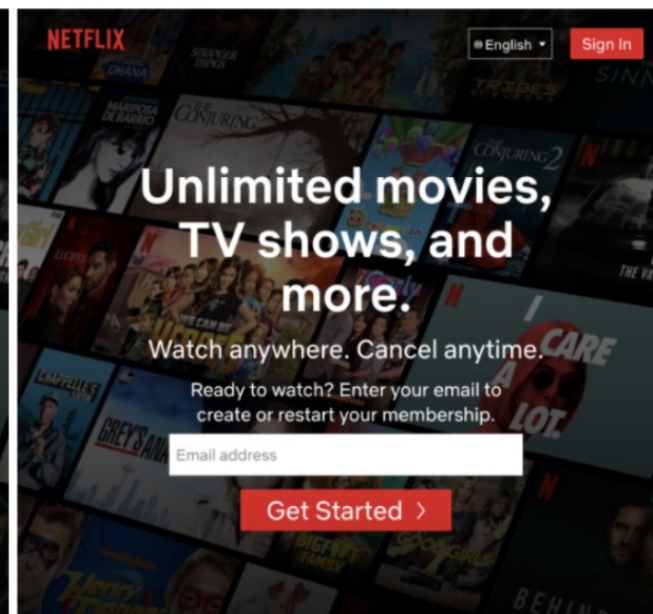
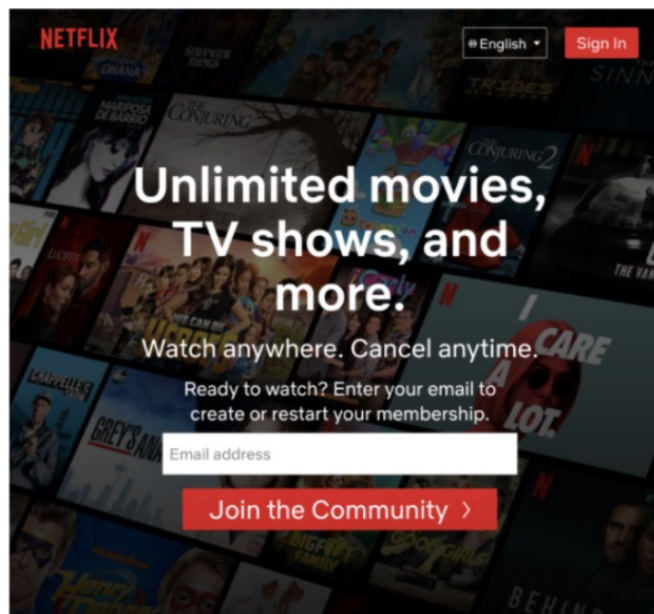
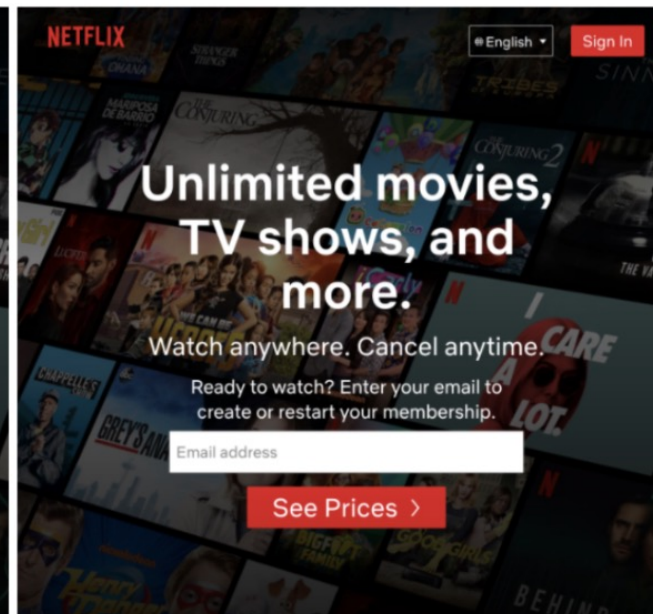
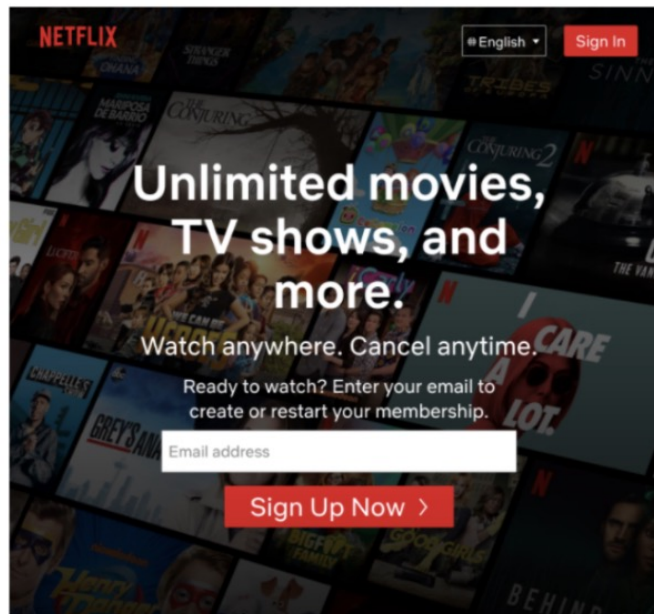
인과관계 = 데이터적 관계성 + 방향성

넷플릭스는 어떤 A/B Test 하고 있을까?



**How Netflix does
A/B Test**

다양한 가입 유도 버튼



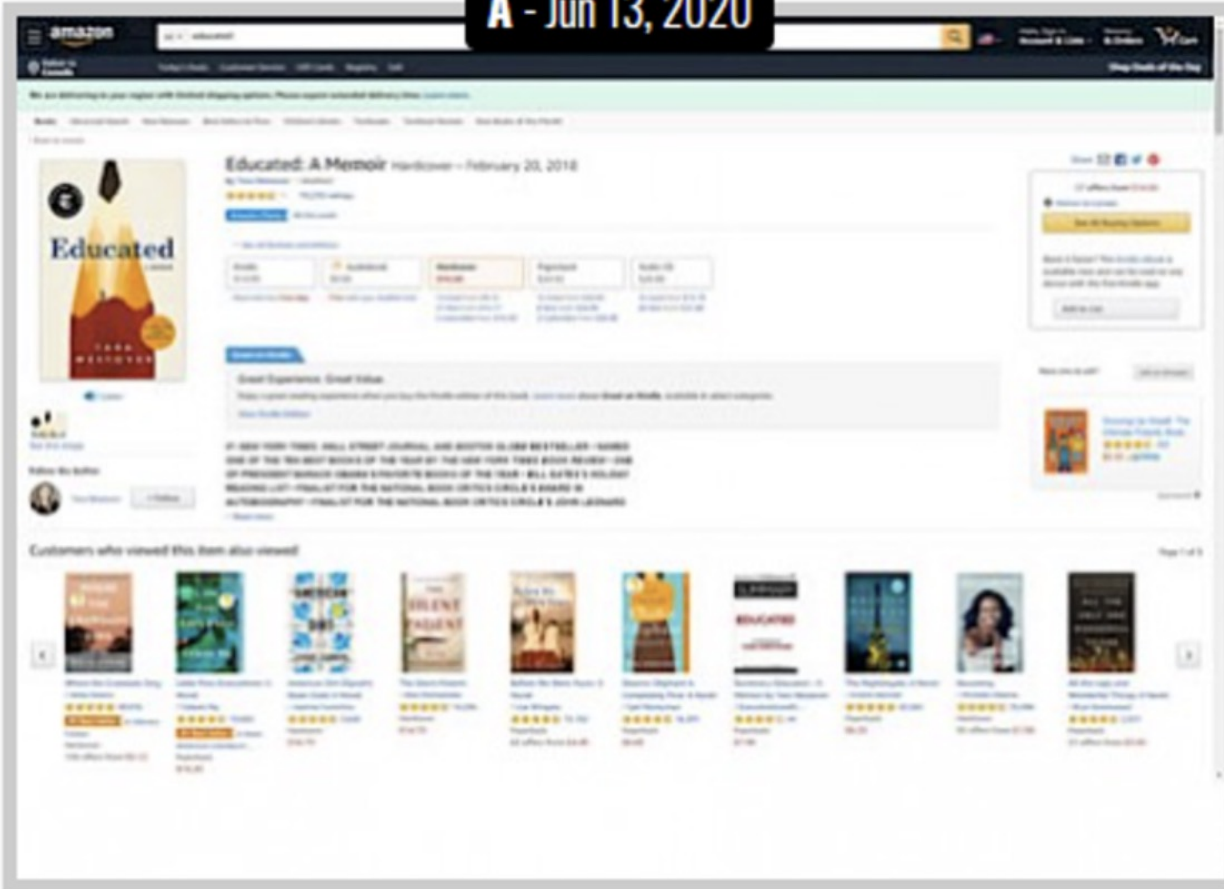
아마존은 어떤 **A/B Test** 하고 있을까?



**How Amazon does
A/B Test**

여백을 통한 콘텐츠 집중화

A - Jun 13, 2020



B - Jun 13, 2020

✓ IMPLEMENTED



에어비엔비는 어떤 A/B Test 하고 있을까?




**How Airbnb does
A/B Test**

역동적 헤드라인아닌, 정적 헤드라인 변경

A

Implement



BECOME A HOST

A space to share, a world to gain

Hosting can help you turn your extra space into extra income and pursue more of what you love.

[Get started](#)

**Your next chapter,
made possible by
hosting**

Welcome what's next

Enjoy the flexibility of being your own boss, earn extra income, and make lifelong connections through hosting.

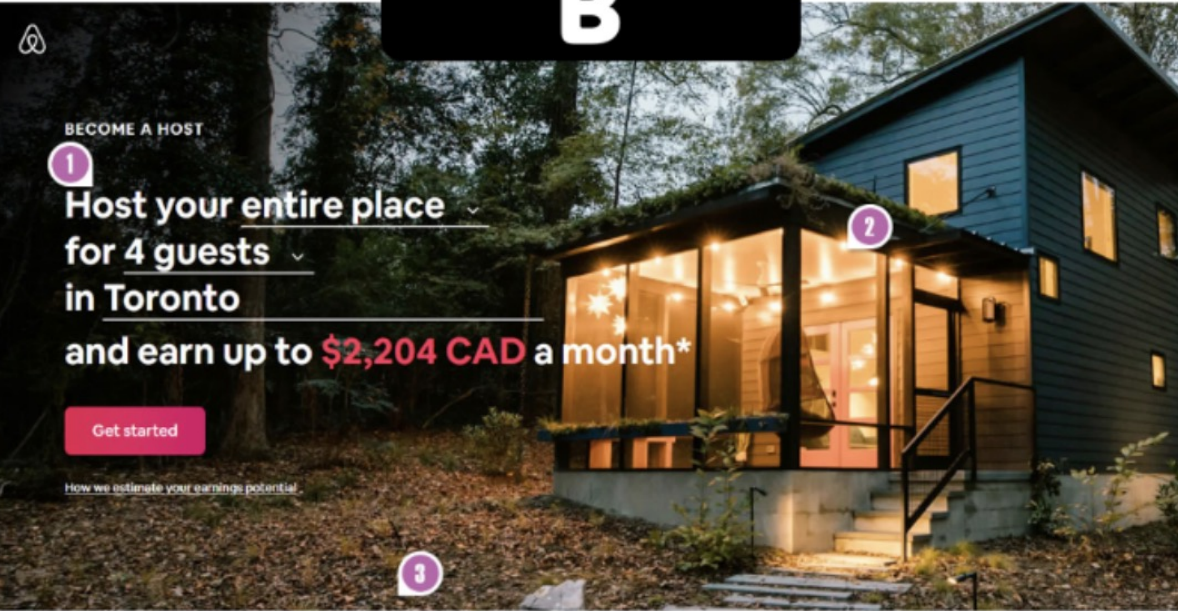
[Explore the world of hosting](#)

Host with confidence

From 24/7 support and our helpful Host community, to custom tools, insights, and education, we're invested in your success.

[How we support Hosts](#)

B



BECOME A HOST

- Host your entire place
for 4 guests
in Toronto**
- and earn up to \$2,204 CAD a month***

[Get started](#)

How we estimate your earnings potential

**Your next chapter,
made possible by
hosting**

Welcome what's next

Enjoy the flexibility of being your own boss, earn extra income, and make lifelong connections through hosting.

Host with confidence

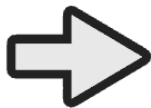
From 24/7 support and our helpful Host community, to custom tools, insights, and education, we're invested in your success.

조직은 데이터 중심 결정을 내리고, OEC를 공식화 한다.

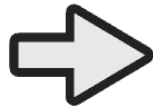
*OEC(=Overall Evaluation Criterion) : 실험 목적의 정량적 측정, e.g. active 사용자 수



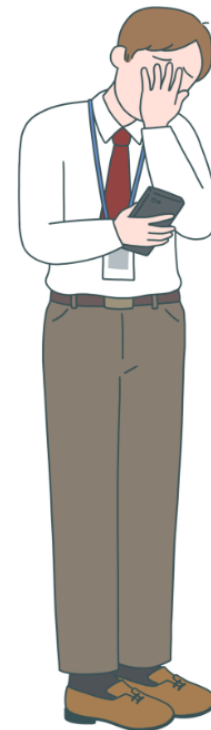
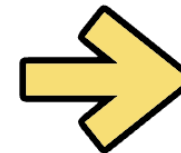
냉철한 CEO



개발



평가



낙담

조직은 데이터 중심 결정을 내리고, OEC를 공식화 한다.

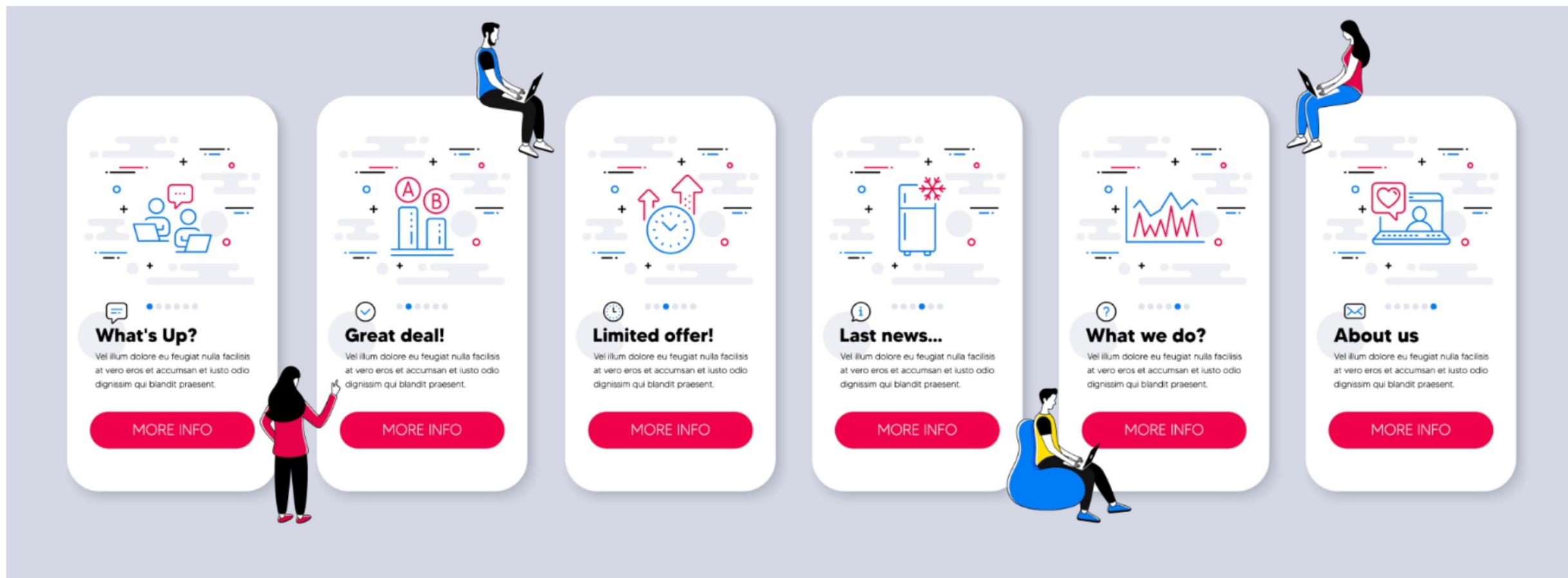
*OEC(=Overall Evaluation Criterion) : 실험 목적의 정량적 측정, e.g. active 사용자 수

1. 단기간 측정

2. 개선 변화 차이에 민감

3. 장기 목표 예측 가능

조직은 A/B Test를 실행하고, 그 결과 신뢰 확인을 위해 인프라와 실험에 기꺼이 투자한다.



**조직은 아이디어의 가치를 평가하는데
서툴다는 것을 인지한다.**

