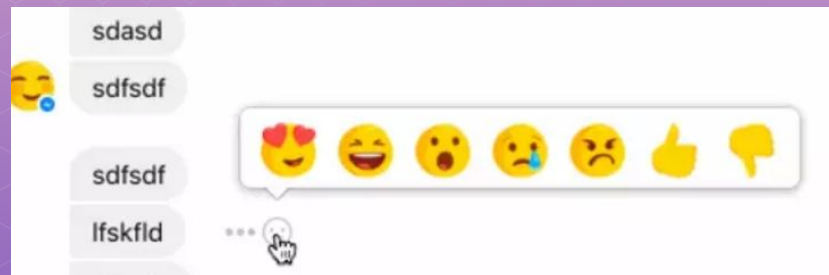
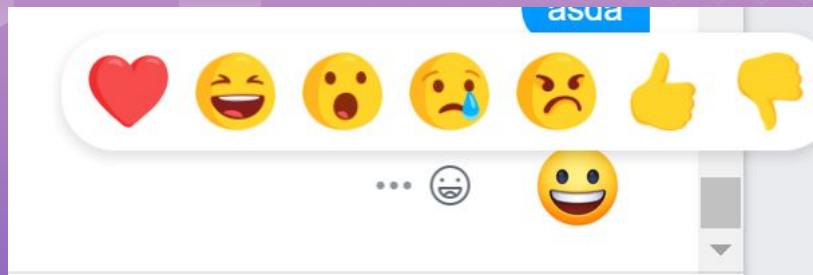




A/B Testing

Christine Rosquist & Shapour Jahanshahi

Do you recognize this?



Different options available on Facebook Messenger..
could you react with a heart, or with the heart-eyes?

Let us know in the chat!

AGENDA



01

What is A/B Testing?

- A background to A/B Testing
- Its role in DevOps

02

How its done

- The steps of A/B Testing
- *Concrete example:* How Netflix uses A/B Testing



03

Reflections

- Pros & Cons with A/B Testing
- Take-home messages



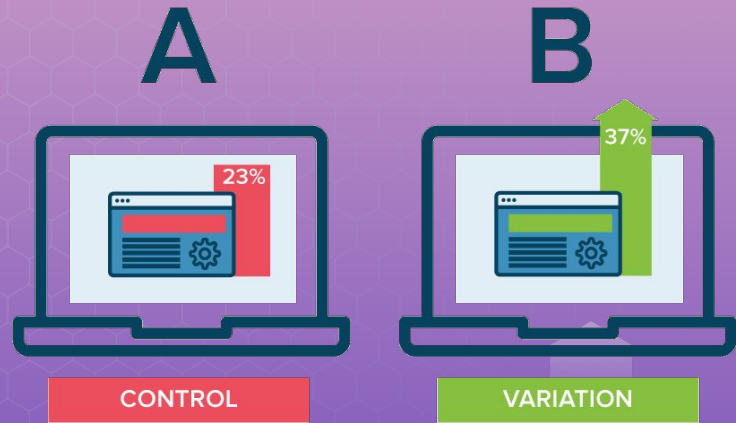
04

Questions!

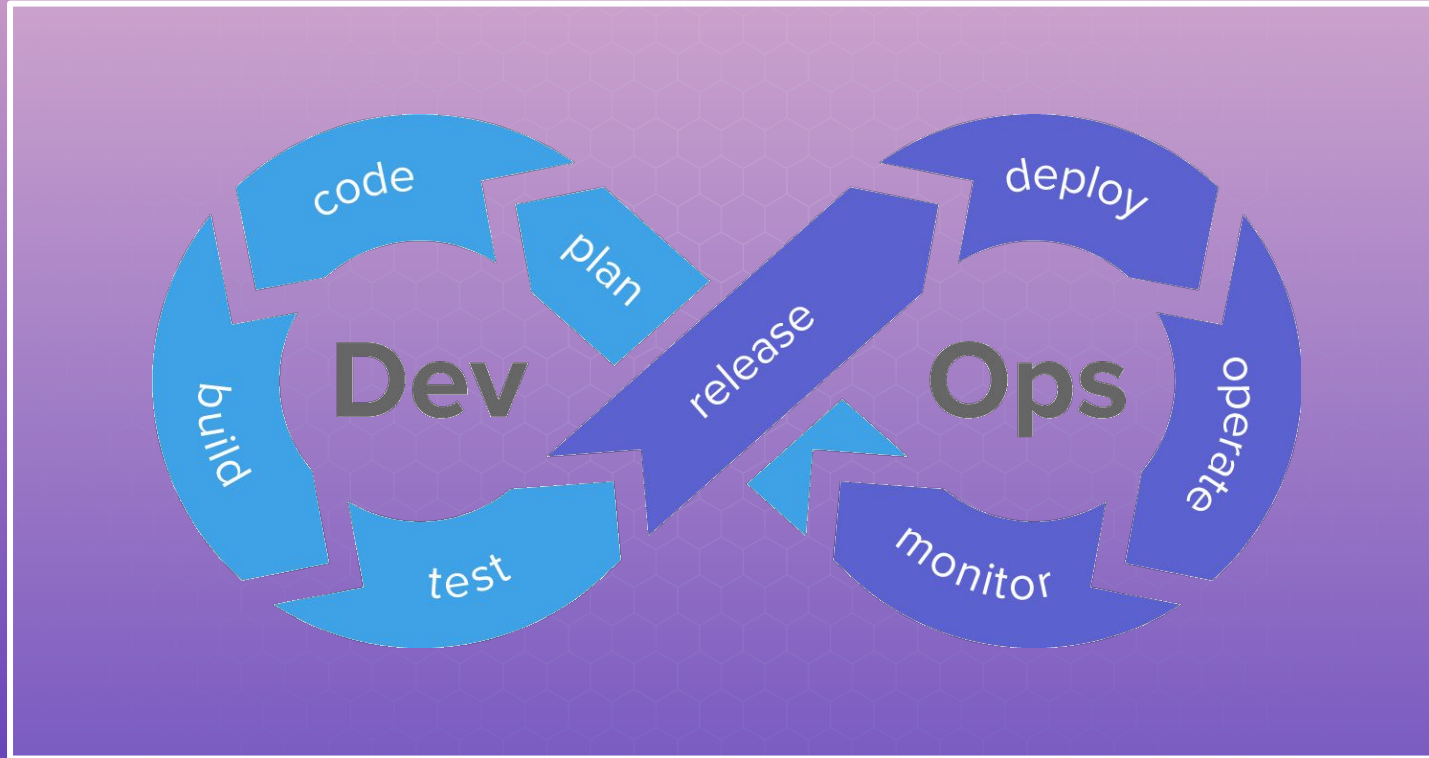


WHAT IS A/B TESTING?

A way to compare two variants of something (A and B), in order to determine which one performs better for a given goal!



A/B Testing and DevOps?





02: How its done

How do you perform
A/B Testing?



STEPS OF A/B TESTING

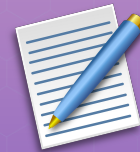
STEP 1

Determine what to test & the goal



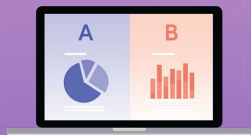
STEP 2

Formulate a hypothesis



STEP 3

Create version A and version B



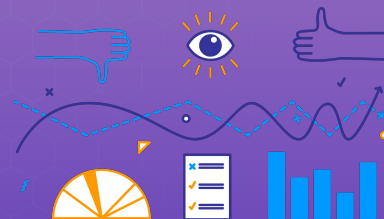
STEP 4

Launch the test



STEP 5

Evaluate the test



How Netflix uses A/B Testing

GOALS

- Improve User Experience 
- Increase Time Spent 

WHAT THEY TEST

- Streaming Algorithms
- Graphical Components
- Billboards
- ...and much more!

Example: A/B-testing artwork

A



(Control Group)

B



03: REFLECTIONS



PROS & CONS



PROS

- Clear, quantitative results
- More appealing content
→ Greater chance to succeed!

CONS

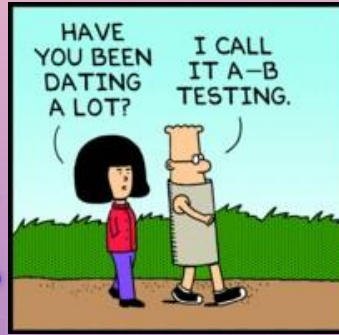
- It can take a long time to see results
- Works best with one variable only





Take-home messages

A/B Testing is a powerful tool -
but let the test run its full length!



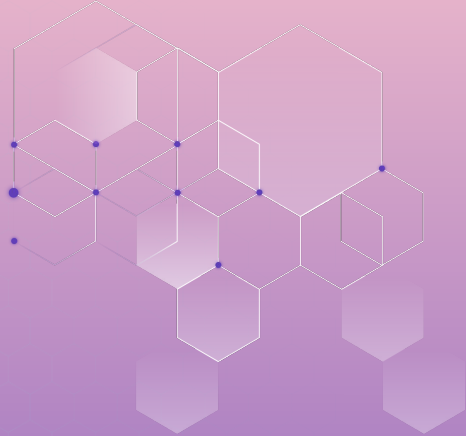
THANKS!

Are there any questions?



REFERENCES:

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https://en.wikipedia.org/wiki/A/B_testing
<https://www.invespcro.com/blog/ab-testing-statistics-made-simple/>
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<https://en.wikipedia.org/wiki/DevOps>
- **Netflix:**
<https://netflixtechblog.com/its-all-a-bout-testing-the-netflix-experimentation-platform-4e1ca458c15>
<https://netflixtechblog.com/selecting-the-best-artwork-for-videos-through-a-b-testing-f6155c4595f6>





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