

A/B testing

Brian Caffo, Jeff Leek, Roger peng

@bcaffo

www.bcaffo.com

How can Jeff sell more books?

How can Jeff sell more books?

The Elements of
Data Analytic Style



Jeff Leek

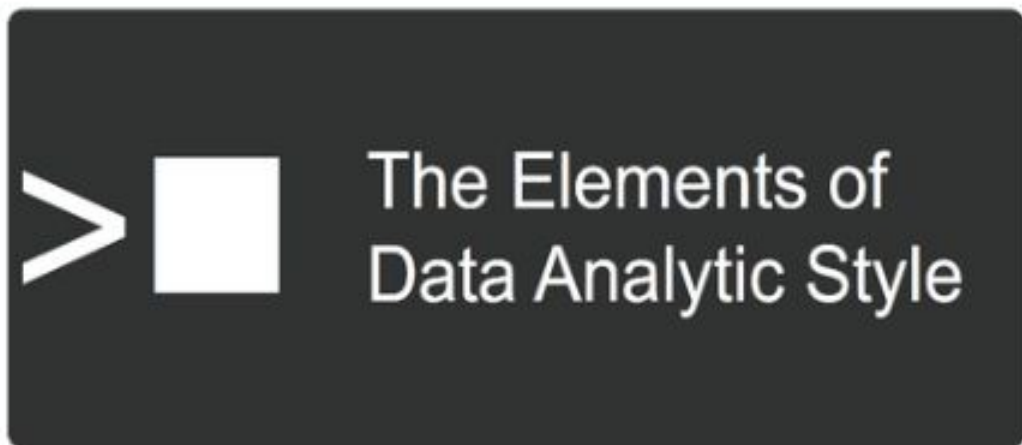


J. Leek @jtleek

5 May 2015

A practical but non-technical guide to data analysis. Pay what you want on Leanpub (\$10 suggested, no minimum)

cards.twitter.com/cards/18ce53z0...



**Elements of Data
Analytic Style on
Leanpub**

leanpub.com

Shop now

1

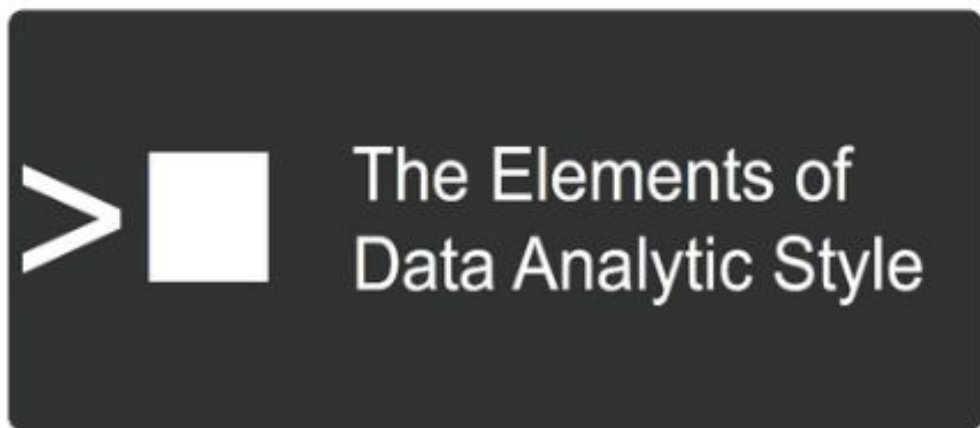


J. Leek @jtleek

5 May 2015

A book of non-technical tips for analyzing data the right way.
Pay what you want on Leanpub.

cards.twitter.com/cards/18ce53z0...



**Elements of Data
Analytic Style by Jeff
Leek**

leanpub.com

Shop now

2



Covering Health

MONITORING THE PULSE OF HEALTH CARE JOURNALISM

[Blog Home](#) [Subscribe](#) [Blog Policies](#) [About the Blog](#)

Don't fudge the facts on chocolate studies

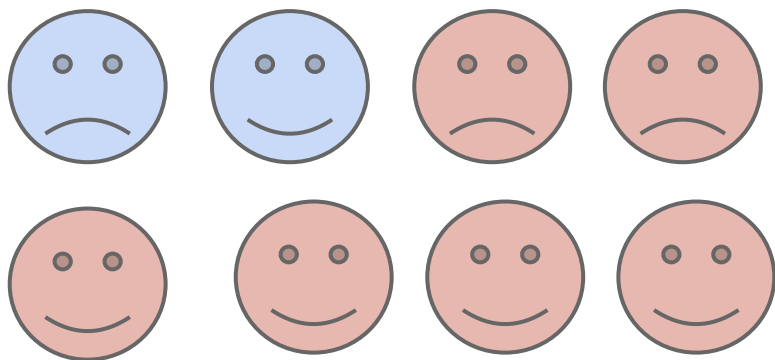
BY BRENDA GOODMAN | JANUARY 7, 2013



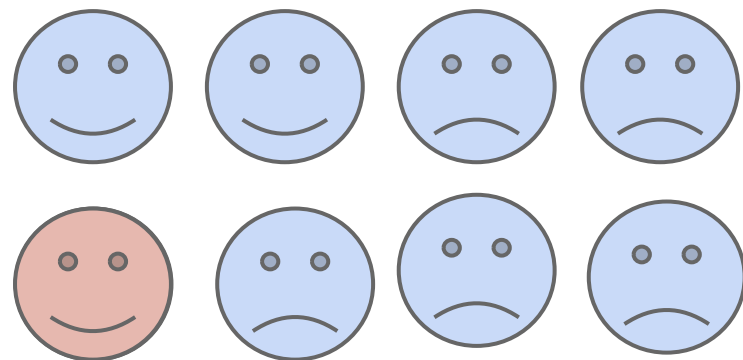
Brenda Goodman ([@GoodmanBrenda](#)), an Atlanta-based freelancer, is AHCJ's topic leader on [medical studies](#), curating related material at [healthjournalism.org](#). She welcomes questions and suggestions on medical study resources and tip sheets at brenda@healthjournalism.org.

[View all posts by Brenda Goodman →](#)

Chocolate 5 / 8



No Chocolate 3 / 8



Red 5 / 7 Blue 3 / 9



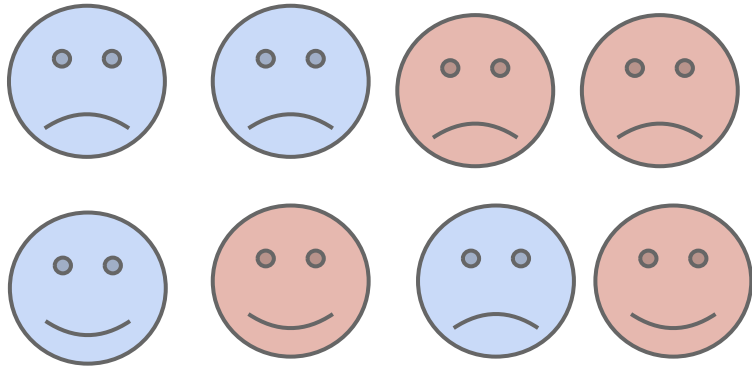
Compare like with like to isolate the effect of interest



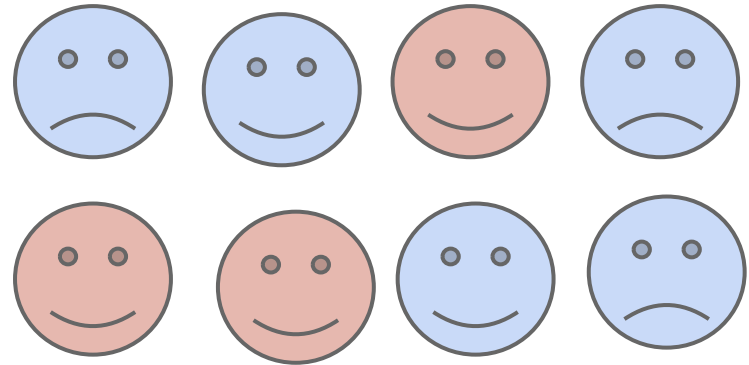
“ Randomisation properly carried out ...
relieves the experimenter from the
anxiety of considering and estimating ”
the magnitude of the innumerable
causes by which his data may be
disturbed

Randomization, with high probability, makes the treated and untreated groups directly comparable

Chocolate 3 / 8

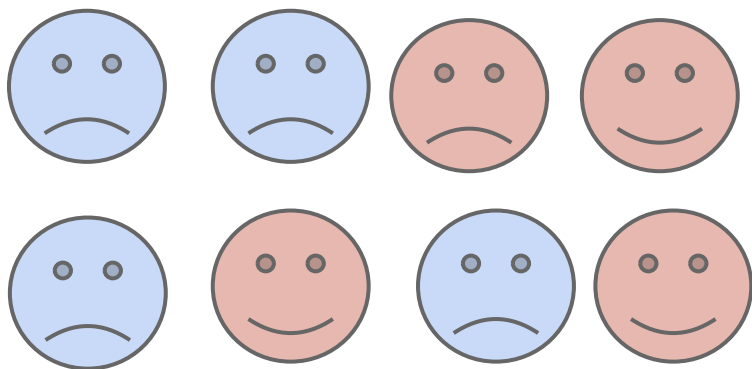


No chocolate 5 / 8



Is randomization a cure all?

Chocolate 3 / 8



No chocolate 3 / 4

