

Final Assignment

2. Reformat the Data

	item_id	test_assignment	test_number	test_start_date
1	1789	1	test_e	2020-01-01
2	312	1	test_a	2020-01-01
3	2340	1	test_d	2020-01-01
4	2581	1	test_a	2020-01-01
5	2686	0	test_e	2020-01-01

This table only shows the first 1,000 rows.

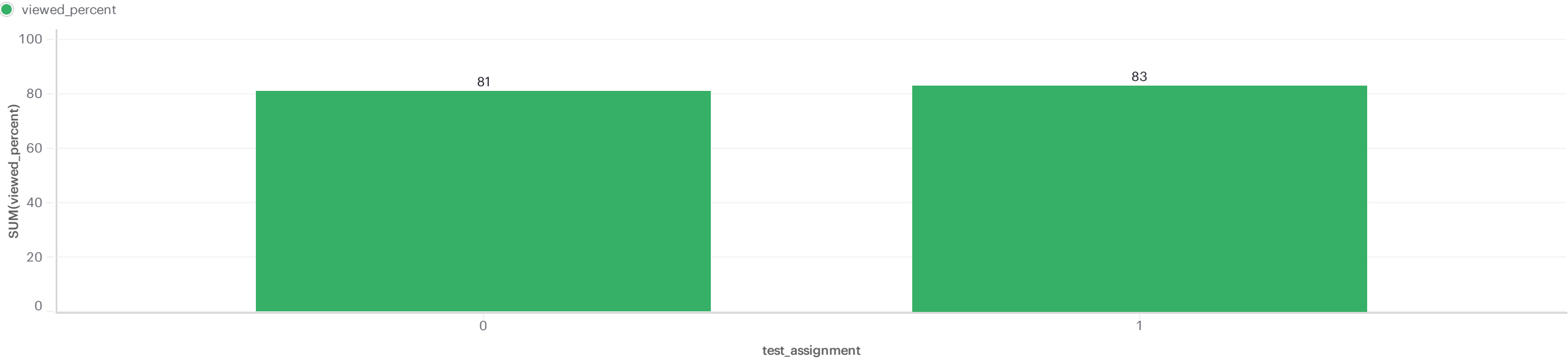
3. Compute Order Binary

	test_assignment	items	ordered_items_30d
1	0	1130	341
2	1	1068	319

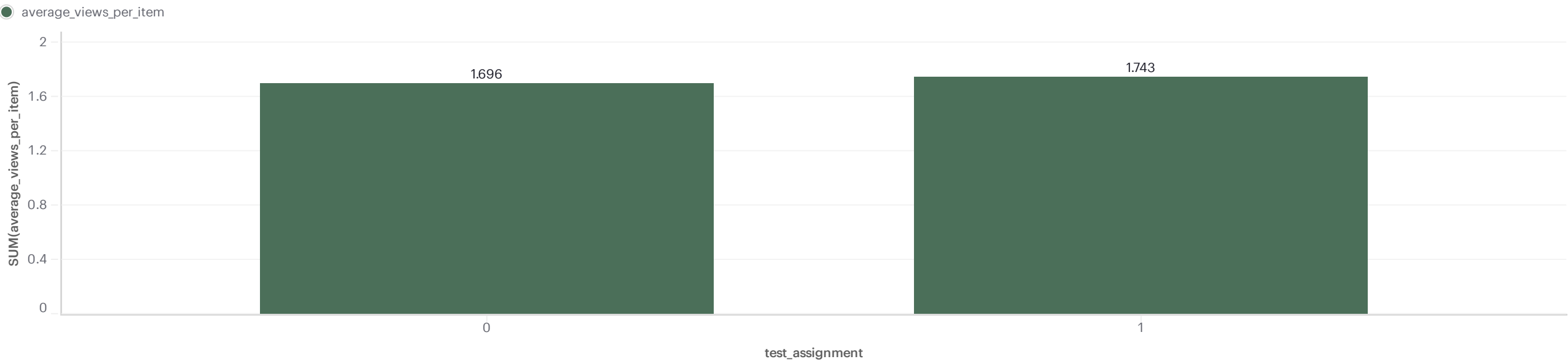
4. Compute View Item Metrics

	test_assignment	items	viewed_items	viewed_percent	views	average_views_per_item
1	0	1130	918	81	1916	1.69557522124
2	1	1068	890	83	1862	1.74344569288

4



4a



5. Compute lift and p-value

	test_assignment	items	viewed_items
1	0	1130	918
2	1	1068	890