

Lesson 13:
Case Study: A/B tests

SEARCH

RESOURCES

CONCEPTS

✓ 8. Quiz: Click Through Rate

✓ 9. Experiment II

✓ 10. Metric - Enrollment Rate

✓ 11. Metric - Average Reading Dura...

✓ 12. Metric - Average Classroom Ti...

✓ 13. Metric - Completion Rate


✓ 14. Analyzing Multiple Metrics


✓ 15. Quiz: Analyzing Multiple Metrics

✓ 16. Drawing Conclusions

✓ 17. Quiz: Difficulties in A/B Testing

✓ 18. Conclusion

Mentor Help
Ask a mentor on our Q&A platform

Peer Chat 2
Chat with peers and alumni

Scenario #3

- **EXPERIMENT:** Audacity tests a new description for a difficult course that got fewer enrollments. They hope this description is more exciting and motivates students. After running an A/B test for five weeks, they find that the enrollment rate increased with the new description, and decide to launch the change.
- **REALITY:** What they don't know, is that although the enrollment rate appeared to increase with the new description, the results from this A/B test are unreliable and largely due to a small sample size of fewer than 40 out of thousands of visitors enrolled during this experiment. This small number of new student for the course substantially impact the results and potentially

QUESTION 3 OF 3

Based on the information above, which of the following contributed to this decision? Select all that apply.

This course page had too little traffic and conversions to produce significant and repeatable results in this time frame.

☐

A significant increase in enrollment rate is not a good enough reason to change the description for this course.

☐

The experiment did not target a group of similar enough users.

☐

The experiment was run for too long.

Difficulties in A/B Testing

As you saw in the scenarios above, there are many factors to consider when designing an A/B test and drawing conclusions based on its results. To conclude, here are some common difficulties:

- Novelty effect and change aversion when existing users first experience a new feature
- Sufficient traffic and conversions to have significant and repeatable results
- Best metric choice for making the ultimate decision (eg. measuring revenue vs. engagement)
- Long enough run time for the experiment to account for changes in behavior over time (e.g. day/week or seasonal events).
- Practical significance of a conversion rate (the cost of launching a new feature vs. the increase in conversion)
- Consistency among test subjects in the control and experiment group (important: if the population represented in each group can lead to situations like Simpson's Paradox)