Scenario #3

- **EXPERIMENT:** Audacity tests a new description for a difficult course that g enrollments. They hope this description is more exciting and motivates stu running an A/B test for five weeks, they find that the enrollment rate incre description, and decide to launch the change.
- **REALITY:** What they don't know, is that although the enrollment rate appe new description, the results from this A/B test are unreliable and largely du fewer than 40 out of thousands of visitors enrolled during this experiment new student for the course substantially impact the results and potentially

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

- [x] This course page had too little traffic and conversions to produce sign repeatable results in this time frame.
- [ ] A significant increase in enrollment rate is not a good enough reason t 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 des drawing conclusions based on its results. To conclude, here are some common

- Novelty effect and change aversion when existing users first experience a
- Sufficient traffic and conversions to have significant and repeatable results
- Best metric choice for making the ultimate decision (eg. measuring revenu
- Long enough run time for the experiment to account for changes in behav day/week or seasonal events.

- Practical significance of a conversion rate (the cost of launching a new feat the increase in conversion)
- Consistency among test subjects in the control and experiment group (imb population represented in each group can lead to situations like Simpson'