Lesson 13:
Case Study: A/B tests

SEARCH

RESOURCES

CONCEPTS

Mentor Help
Ask a mentor on our Q&A platform

Peer Chat   2
Chat with peers and alumni

Again, let's recap the steps we took to analyze the results of this A/B test.

1. We computed the **observed difference** between the metric, average rea
   control and experiment group.
2. We simulated the **sampling distribution** for the difference in means (or
   durations).
3. We used this sampling distribution to simulate the **distribution under th**
   creating a random normal distribution centered at 0 with the same sprea
4. We computed the **p-value** by finding the proportion of values in the null
   greater than our observed difference.
5. We used this p-value to determine the **statistical significance** of our ob