

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 Dur...

✓ 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

Menu icon

Metric - Average Reading Duration

Lightbulb icon

Mentor Help

Ask a mentor on our Q&A platform

Speech bubble icon

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 reading duration, for the 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 the null hypothesis** by creating a random normal distribution centered at 0 with the same spread.
4. We computed the **p-value** by finding the proportion of values in the null distribution that were greater than our observed difference.
5. We used this p-value to determine the **statistical significance** of our observed difference.

<https://classroom.udacity.com/nanodegrees/nd002/parts/bb0cbeb6-d3f8-4bae-9dc3-4abba3823e54/modules/82c7c576-88f5-43...> 1/1