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Lesson 13:
Case Study: A/B tests

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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

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Mentor Help

Ask a mentor on our Q&A platform

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Peer Chat 2

Chat with peers and alumni

Since the Bonferroni method is too conservative when we expect correlation a better approach this problem with more sophisticated methods, such as the [c procedure](#), [Boole-Bonferroni bound](#), and the [Holm-Bonferroni method](#). These and take this correlation into account.

If you do choose to use a less conservative method, just make sure the assumptions are truly met in your situation, and that you're not just trying to [cheat on a p-value](#) suited test just to get significant results will only lead to misguided decisions that hurt your company's performance in the long run.

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