

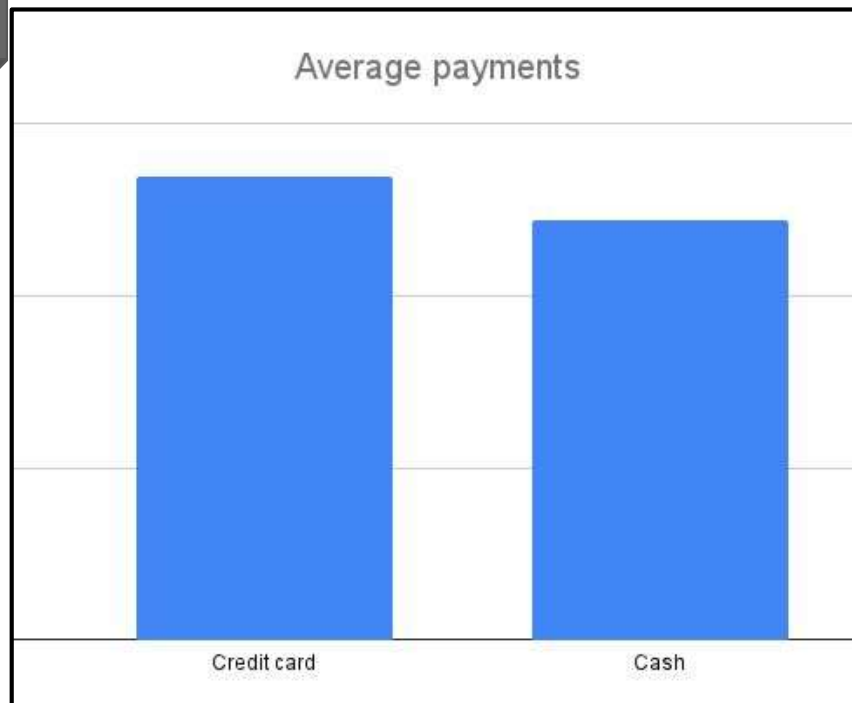
Automatidata - A/B testing

The main goal of this project is to determine if the amount of fare has direct influence on the payment method chosen by clients of the company. The first step was to calculate the mean of payments in cash and credit card. The next step was to conduct a hypothesis test with confidence level of 95% to confirm that this data is reliable. All names and data are fictional.

Key Insights

Payments made with credit card are on average higher than those made with cash. P-value is equal to about $6.8 \cdot 10^{-12}$, which is enough to reject null hypothesis (which states that values of means happened by chance, without any connection). This is enough to conclude that people who pay by using credit card tend to spend more.

Details



Next Steps

The first step would be to determine reason behind those results - why do people spend more when they pay with credit card? After that, company should take appropriate measures to encourage its clients to use credit card to pay for the services.