**Early Stopping**

As the above workspace shows, there are significant risks for peeking ahead and making an early decision if it is not planned for in the design. If you haven't accounted for the effects of peeking on your error rate, then it's best to resist the temptation to look at the results early, and only perform a final analysis at the end of the experiment. This is another reason why it's important to design an experiment ahead of any data collection.

Note that there *are* ways of putting together a design to allow for making an early decision on an experiment. In the workspace, we showed how to treat the problem like a multiple comparisons problem, adjusting the individual test-wise error rate to preserve an overall error rate. For continuous tracking, [**this page**](https://www.evanmiller.org/sequential-ab-testing.html) describes a rule of thumb for rate-based metrics, tracking the number of successes in each group and stopping the experiment once the counts' sum or difference exceeds some threshold. More generally, tests like the [**sequential probability ratio test**](https://en.wikipedia.org/wiki/Sequential_probability_ratio_test) can be developed to make an early stopping decision while an experiment is running, if it looks statistically unlikely for a metric to move past or fall back against the statistical significance bound.