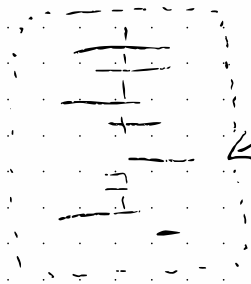
Usable AB testing - A Bayesian approach

↳ test new features
↳ conduct experiments

→ Comparison w/ frequentist approach
↳ Sample size w/ test (power)
↳ defined span of time
↳ Don't stop before it's time

P(data | hypothesis)

↳ Binary rejection
↳ to highly sig results

→ 

confidence interval contains real param 95% of the time.

→ Bayesianism $P(H|E) = \frac{P(E|H)P(H)}{P(E)}$

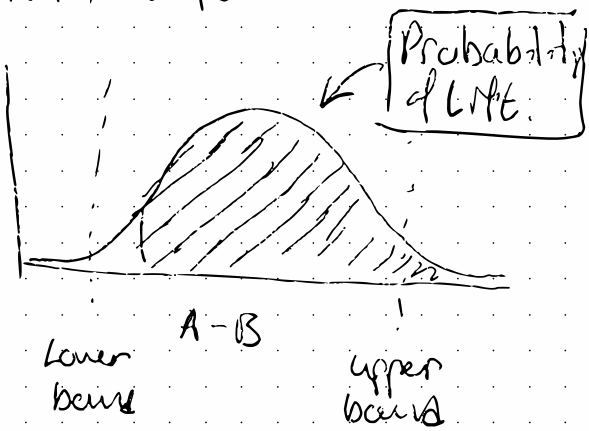
↳ conjugate priors/post
↳ Beta distribution
↳ Explanation of priors

↳ Brief mention of MCMC

↳ Highest Density Interval for CI

ie

we can calc P of Diff because P(H|D) & not P(D|H)



→ Possible as well to work w/ many variants

↳ find p of best variants

→ Advantage: stop whenever