

A/B test results for item_test_2

This dataset has not all the data needed. I also need date and time of the assignment, so I can compute results after test was started.

1. Data Quality Check

	item_id	test_a	test_b	test_c	test_d	test_e	test_f
1	2512	1	0	1	1	0	1
2	482	0	1	1	1	0	0
3	2446	0	1	1	0	1	0
4	1312	0	0	0	0	0	1
5	3556	1	1	0	1	0	0
6	131	0	0	0	0	1	1
7	1178	1	0	1	0	1	1
8	110	0	1	1	1	1	0
9	47	0	0	1	0	1	1
10	1696	0	0	1	1	1	1
11	3196	0	0	0	1	0	1
12	1578	1	0	0	1	0	1
13	0	1	0	1	1	0	0

This table only shows the first 1,000 rows. View complete results in [Report Details \(https://modeanalytics.com/jaan/reports/044f05879f50/runs/4c5a1e84f815/queries/b1971cbeddaf/data\)](https://modeanalytics.com/jaan/reports/044f05879f50/runs/4c5a1e84f815/queries/b1971cbeddaf/data).

2. Reformat the Data

	item_id	test_assignment	test_number	test_start_date
1	2512	1	item_test_a	2020-01-01 00:00:00
2	482	0	item_test_a	2020-01-01 00:00:00
3	2446	0	item_test_a	2020-01-01 00:00:00
4	1312	0	item_test_a	2020-01-01 00:00:00
5	3556	1	item_test_a	2020-01-01 00:00:00
6	131	0	item_test_a	2020-01-01 00:00:00
7	1178	1	item_test_a	2020-01-01 00:00:00
8	110	0	item_test_a	2020-01-01 00:00:00
9	47	0	item_test_a	2020-01-01 00:00:00
10	1696	0	item_test_a	2020-01-01 00:00:00
11	3196	0	item_test_a	2020-01-01 00:00:00
12	1578	1	item_test_a	2020-01-01 00:00:00
13	0	1	item_test_a	2020-01-01 00:00:00

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3. Compute Order Binary

	test_assignment	test_number	number_of_items	ordered_items_30days
1	0	item_test_2	1130	341
2	1	item_test_2	1068	319

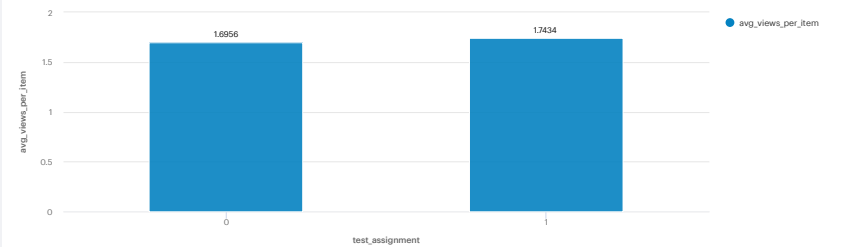
4. Compute View Item Metrics

	test_assignment	items	viewed_items_30_days	views	avg_views_per_item	views_percent
1	0	1130	918	1916	1.69557522124	81
2	1	1068	890	1862	1.74344569288	83

Percentage of viewed items



Average number of views per 1 item



5. Compute lift and p-value

No rows returned

Table for 30 day view binary:

	Successes	Total	Success Rate		p-value	Improvement
Baseline	918	1,130	79% – 83% (81%)	- ----- +	—	—
Variation 1	890	1,068	81% – 85% (83%)	- ----- + ----- +	0.20	-1.4% – 6.5% (2.6%)