## A/B Testing

In A/B testing, we analyze the results of two marketing strategies to choose the best one for future marketing campaigns. For example, when I started an ad campaign on Instagram to promote my Instagram post for the very first time, my target audience was different from the target audience of my second ad campaign. After analyzing the results of both ad campaigns, I always preferred the audience of the second ad campaign as it gave better reach and followers than the first one.

That is what A/B testing means. Your goal can be to boost sales, followers, or traffic, but when we choose the best marketing strategy according to the results of our previous marketing campaigns, it is nothing but A/B testing.

A/B testing helps in finding a better approach to finding customers, marketing products, getting a higher reach, or anything that helps a business convert most of its target customers into actual customers.

Here is a dataset based on A/B testing submitted by **[İlker Yıldız](https://www.kaggle.com/ilkeryildiz" \t "https://statso.io/a-b-testing-case-study/_blank)** on Kaggle. Below are all the features in the dataset:

1. Campaign Name: The name of the campaign
2. Date: Date of the record
3. Spend: Amount spent on the campaign in dollars
4. of Impressions: Number of impressions the ad crossed through the campaign
5. Reach: The number of unique impressions received in the ad
6. of Website Clicks: Number of website clicks received through the ads
7. of Searches: Number of users who performed searches on the website
8. of View Content: Number of users who viewed content and products on the website
9. of Add to Cart: Number of users who added products to the cart
10. of Purchase: Number of purchases

Two campaigns were performed by the company:

1. Control Campaign
2. Test Campaign

Perform A/B testing to find the best campaign for the company to get more customers.