1. How do you assess the statistical significance of an insight?

When the probability of the null hypothesis is true is less than the chosen significance level, the insight is statistically significant.

2. What is the Central Limit Theorem? Explain it. Why is it important?

The distribution of a sample mean will follow normal distribution when the sample size increases. It's important to assume the sample follows normal distribution when sample size is large, which makes further testing say t-test and confidence interval possible.

3. What is the statistical power?

Statistical power is the probability to correctly reject the null hypothesis when it is false.

4. How do you control for biases?

Make sure to sample randomly. If population indifferent subgroups has different characteristics, then do stratified sampling to make sure each subgroup is represented proportionally.

5. What are confounding variables?

They are variables that are related to both the independent and dependent variables.

6. What is A/B testing?

A/B testing is the overall experimental process of comparing two versions to see which performs better.

7. What are confidence intervals?

A confidence interval is a range of values, calculated from sample data where the true parameter lies within that range with a certain degree of confidence.