

AB TESTING

FINAL PROJECT FOR COURSERA - DATA WRANGLING, ANALYSIS AND AB TESTING WITH SQL

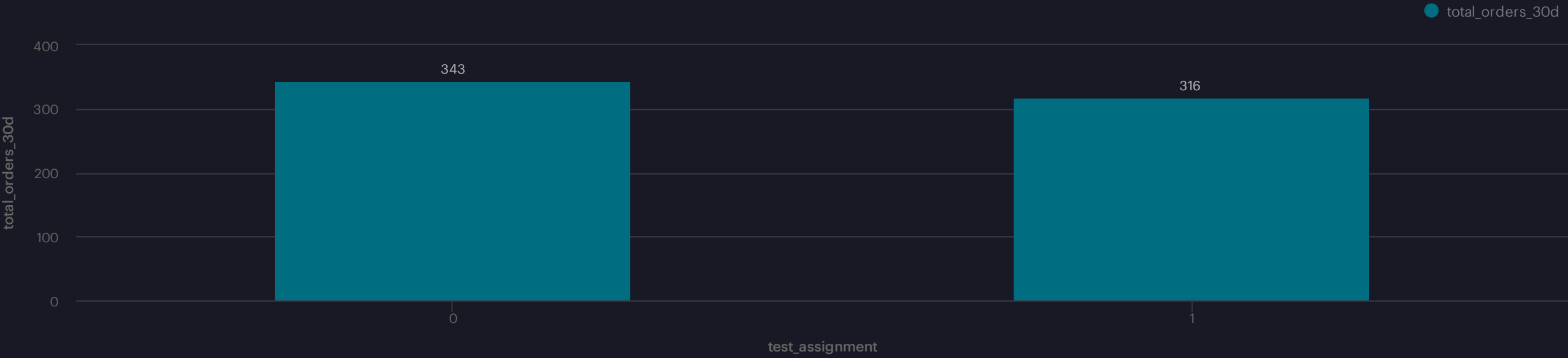
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Introduction

This report summarizes key findings of the final project of Data Wrangling, Analysis and AB Testing with SQL.
With a (fictional) e-commerce database AB-testing was performed at item level.
This report has been made to show the effects of item_test 2 on orders and views within a timeframe of 30 days.

TOTAL ORDERS

30D AFTER TEST ASSIGNMENT TO TEST_2



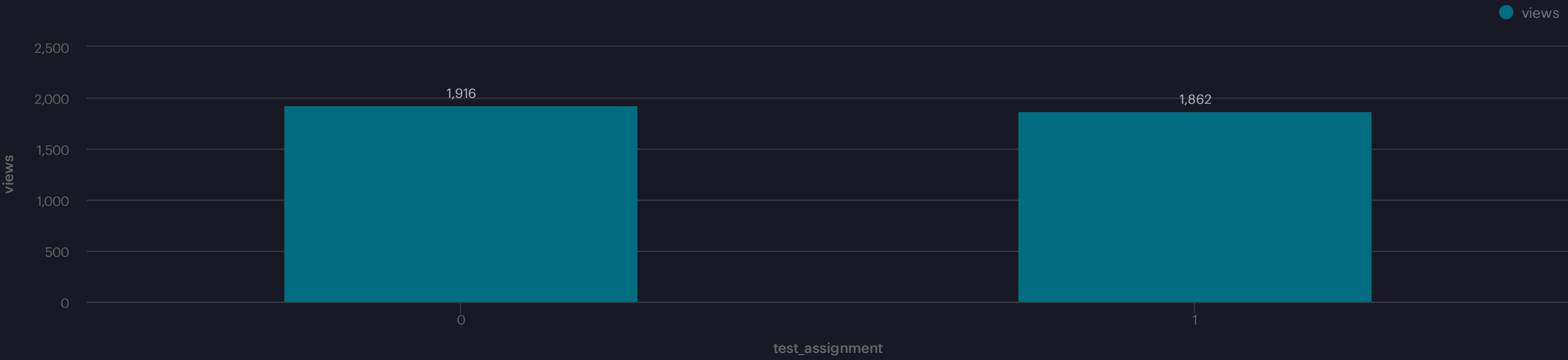
Statistics

p-value = 0.88 and lift = -1%

Items in the test group were ordered **1% less** than items in the control group.
The treatment is **not significantly** affecting the total orders within 30 days.

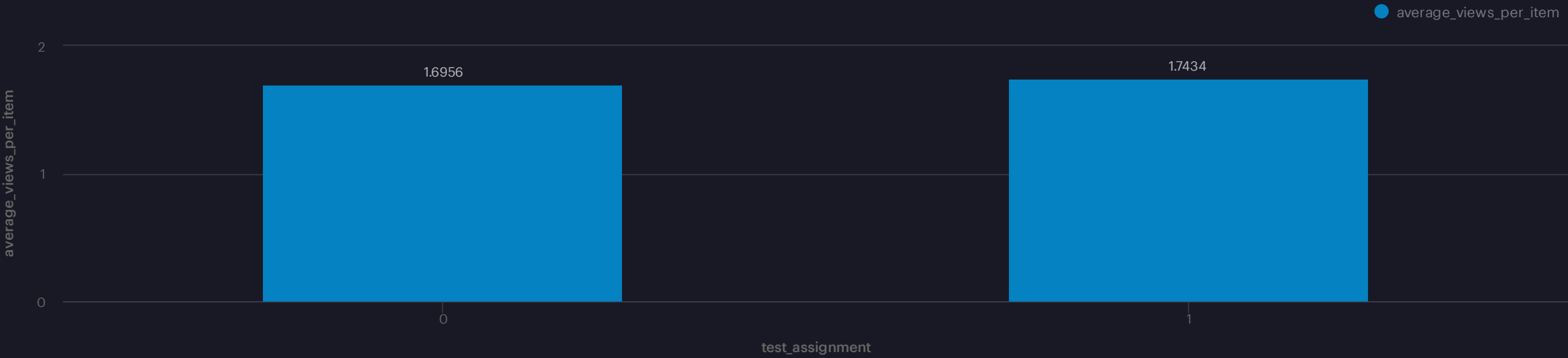
TOTAL NUMBER OF VIEWS

30 DAYS AFTER TEST ASSIGNMENT TO TEST_2



AVERAGE VIEWS PER ITEM

30D AFTER TEST ASSIGNMENT TO TEST_2



Statistics

p-value = 0.2 and lift = 2,6%

Items included in the test were viewed **2,6% more** than items in the control group.
The treatment is **not significantly** affecting the total views within 30 days.

P values and lifts were calculated with:
<https://thumbtack.github.io/abba/demo/abba.html>