Try again once you are ready
Grade received 79.17%
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 Try again

1. An A/B test is an online experiment with what objective?          1 / 1 point

- ○ Determine the better performing option with a random 20% split of users between five variants
- ○ Determine the worst performing option with a random 10% split of users between ten variants
- ● Determine the better performing option with a random 50% split of users between two variants
- ○ Determine the better performing option with a random 25% split of users between four variants

✓ Correct
An A/B test is an online experiment with two variants, and a random 50% split of users between the variants, to determine the better performing option.

2. Which of the following are important to document when planning for an A/B test? Select all that apply.          0.75 / 1 point

- ☑ Desired improvement

  ✓ Correct
  When planning for an A/B test, it is important to document past performance, desired improvement, and the relevant performance metrics used for the test.

- ☑ Outcome

  ✗ This should not be selected
  When planning for an A/B test, it is important to document past performance, desired improvement, and the relevant performance metrics used for the test.

- ☑ Past performance

  ✓ Correct
  When planning for an A/B test, it is important to document past performance, desired improvement, and the relevant performance metrics used for the test.

- ☑ Relevant metrics

  ✓ Correct
  When planning for an A/B test, it is important to document past performance, desired improvement, and the relevant performance metrics used for the test.

3. Which of the following metrics are the statistical tests used during an A/B test dependent on? Select all that apply.          0.5 / 1 point

- ☑ Connected metrics

⊗ This should not be selected
Statistical tests used during an A/B test depend on whether discrete or continuous metrics are used for comparison.

☑ Discrete metrics

✓ Correct
Statistical tests used during an A/B test depend on whether discrete or continuous metrics are used for comparison.

☑ Sporadic metrics

⊗ This should not be selected
Statistical tests used during an A/B test depend on whether discrete or continuous metrics are used for comparison.

☑ Continuous metrics

✓ Correct
Statistical tests used during an A/B test depend on whether discrete or continuous metrics are used for comparison.

4. Which of the following are best practices for A/B test alternate bidding strategies? Select all that apply.                 0.75 / 1 point

☑ Choose a campaign that has an adequate budget to split between the variations

✓ Correct
When A/B testing alternate bidding strategies, it is best practice to choose an existing, live campaign for comparison. Additionally it is best practice to choose a campaign that has a large enough audience for a statistical comparison of the results, and an adequate budget to split between the variations. Choosing a campaign that can be experimented with is important because the experiment may impact the performance of the existing campaign.

☑ Choose a campaign that can be experimented with

✓ Correct
When A/B testing alternate bidding strategies, it is best practice to choose an existing, live campaign for comparison. Additionally it is best practice to choose a campaign that has a large enough audience for a statistical comparison of the results, and an adequate budget to split between the variations. Choosing a campaign that can be experimented with is important because the experiment may impact the performance of the existing campaign.

☑ Choose a campaign that has a large enough audience for a statistical comparison of the results

✓ Correct
When A/B testing alternate bidding strategies, it is best practice to choose an existing, live campaign for comparison. Additionally it is best practice to choose a campaign that has a large enough audience for a statistical comparison of the results, and an adequate budget to split between the variations. Choosing a campaign that can be experimented with is important because the experiment may impact the performance of the existing campaign.

☑ Choose a hypothetical campaign that is not yet live

⊗ This should not be selected
When A/B testing alternate bidding strategies, it is best practice to choose an existing, live campaign for comparison. Additionally it is best practice to choose a campaign that has a large enough audience for a statistical comparison of the results, and an adequate budget to split between the variations. Choosing a campaign that can be experimented with is important because the experiment may impact the performance of the existing campaign.

5. When monitoring the results of A/B test experiments, which of the following statistical terms are important to know? Select all that apply.

0.75 / 1 point

☑ Confidence level

⊘ Correct
When monitoring the results of A/B test experiments, it is important to be familiar with the terms confidence level, confidence interval, and statistical significance. These terms provide meaningful information about the success of an experiment.

☑ Confidence interval

⊘ Correct
When monitoring the results of A/B test experiments, it is important to be familiar with the terms confidence level, confidence interval, and statistical significance. These terms provide meaningful information about the success of an experiment.

☑ Statistical significance

⊘ Correct
When monitoring the results of A/B test experiments, it is important to be familiar with the terms confidence level, confidence interval, and statistical significance. These terms provide meaningful information about the success of an experiment.

☑ Statistical unimportance

⊗ This should not be selected
When monitoring the results of A/B test experiments, it is important to be familiar with the terms confidence level, confidence interval, and statistical significance. These terms provide meaningful information about the success of an experiment.

6. Which of the following determines whether an A/B test result could be due to random chance or not?

1 / 1 point

◯ Confidence level
◯ Continuous metrics
◯ Discrete metrics

◉ Statistical significance

✓ Correct
Statistical significance is the determination of whether an A/B test result could be due to random chance or not. The greater the significance, the less due to chance.