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# Predict Impact of New Menu

REVIEW

ANNOTATIONS 1

HISTORY

## Requires Changes

### 2 specifications require changes

Good job on that first submission! The final results are within expectations.

However, we still have some corrections to make in this project. I would ask you to see the comments below, make corrections and resubmit.

Here is a very complete guide to A/B testing for your reference: <https://vwo.com/ab-testing/>

Good luck! 😊

## Plan Your Analysis

The section is written clearly and is concise. The section is written in less than 500 words.

All following questions have been answered correctly:

1. What is the performance metric you'll use to evaluate the results of your test?
2. What is the test period?
3. At what level (day, week, month, etc.) should the data be aggregated?

The performance metric described in the first item is not correct. Note that the performance metric is the target variable that we will use in our model.

## Matching Treatment and Control Units

- The appropriate control variables are selected to match treatment and control variables.
- The decision to include and exclude certain variables is well justified.

The final control variables should be Trend, Seasonality and AvgMonthSales.

A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units.

A table with treatment and control unit pairs is included. Great job!

## Analysis and Writeup

The section is written clearly, is concise, and includes at least one data visualization. The section is written in less than 250 words.

- The lift and statistical significance calculations are correct.
- The recommendation is correct and based on the results of the analysis.

The lifts are correct - excellent work! The lifts are above the 18% lift that we need to justify our costs. The high levels of significance of the results indicate that we can rely on the results found.

This new menu is a big win for the company and we should roll out this new menu as soon as possible!