Question20:

20. Scenario:

You are a data scientist working for an e-commerce company. The marketing team has conducted

an A/B test to evaluate the effectiveness of two different website designs (A and B) in terms of

conversion rate. They randomly divided the website visitors into two groups, with one group

experiencing design A and the other experiencing design B. After a week of data collection, you

now have the conversion rate data for both groups. You want to determine whether there is a

statistically significant difference in the mean conversion rates between the two website designs.

Question:

"Based on the data collected from the A/B test, is there a statistically significant difference in the

mean conversion rates between website design A and website design B?"

Answer:

import pandas as pd

import numpy as np

from scipy import stats

df = pd.read\_csv(r"C:\Users\jampa\Downloads\ab\_test\_conversion\_data.csv")

group\_A = df[df["Design"] == "A"]["Converted"]

group\_B = df[df["Design"] == "B"]["Converted"]

conv\_rate\_A = group\_A.mean()

conv\_rate\_B = group\_B.mean()

print(f"Conversion Rate - Design A: {conv\_rate\_A:.4f}")

print(f"Conversion Rate - Design B: {conv\_rate\_B:.4f}")

success\_a = group\_A.sum()

success\_b = group\_B.sum()

n\_a = group\_A.count()

n\_b = group\_B.count()

p\_pool = (success\_a + success\_b) / (n\_a + n\_b)

se = np.sqrt(p\_pool \* (1 - p\_pool) \* (1/n\_a + 1/n\_b))

z\_score = (conv\_rate\_A - conv\_rate\_B) / se

p\_value = 2 \* (1 - stats.norm.cdf(abs(z\_score)))

print(f"Z-score: {z\_score:.4f}")

print(f"P-value: {p\_value:.4f}")

alpha = 0.05

if p\_value < alpha:

print("Result: Statistically significant difference in conversion rates.")

else:

print("Result: No statistically significant difference in conversion rates.")

Output:

