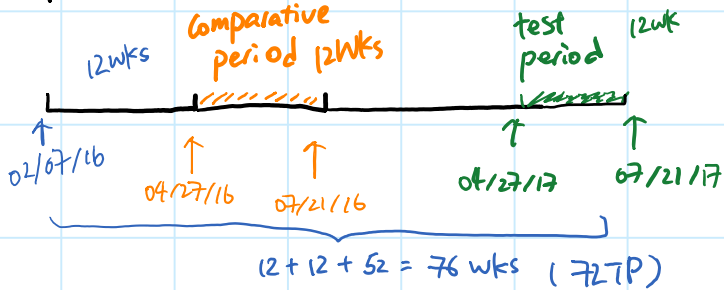
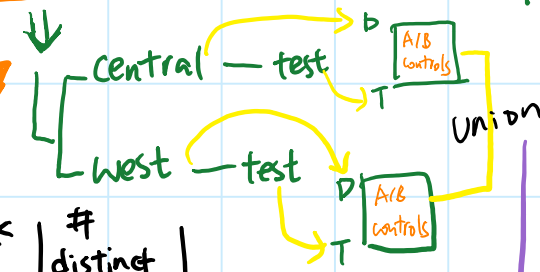


Performance metric: gross margin



A/B trend based on count traffic  
 ↓  
 store | trend | seasonality

Store | Region | trend | seasonality | test group



traffic

Store	Week num	Week start	Week end	# distinct orders
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flag with test

score	Avg Month Sales	Region	test group
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Join  
 store = treatment

C. | T. | distance

Control	treatment	distance	Region	Avg. Month	test - group
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transaction\_log

- + field
- week\_num (start 02/06/16)
- week\_start, week\_end
- feature\_flag

Store

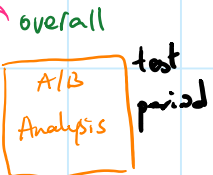
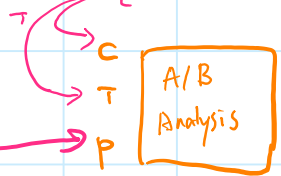
Join

store - treatment

Store	week	week start	week end	Sum Gross margin
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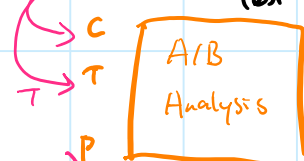
Region: West

test period



Region: Central

test period



compare

- lift
- significance level