Final Assignment - Tetreault

A. Data Quality Check
ANSWER: No, we will need to use the item_test_assignments to get the test assignment and test_start_date. We will also need to use the view_item_events table to determine time of view events and their relativity to test_start_date.

1. Data Quality Check

	item_id	test_assignment	test_number	test_start_date
1	2512	1	item_test_1	2013-01-05 00:00:00
2	482	0	item_test_1	2013-01-05 00:00:00
3	2446	0	item_test_1	2013-01-05 00:00:00
4	1312	0	item_test_1	2013-01-05 00:00:00
5	3556	1	item test1	2013 01 05 00:00:00

This table only shows the irst 1,000 rows.

B. Reformat the Data
To transform the inal_assignments_qa table to look like inal_assignments, we need to CREATE TABLE IF NOT EXISTS inal_assignments with variables item_id, test_assignmen test_number, and test_start_date. Then we will INSERT INTO inal_assignments VALUES (select statement pulling from inal_assignments_qa with item_test_assignments LEFT JOINED on item_id.)

2. Reformat the Data

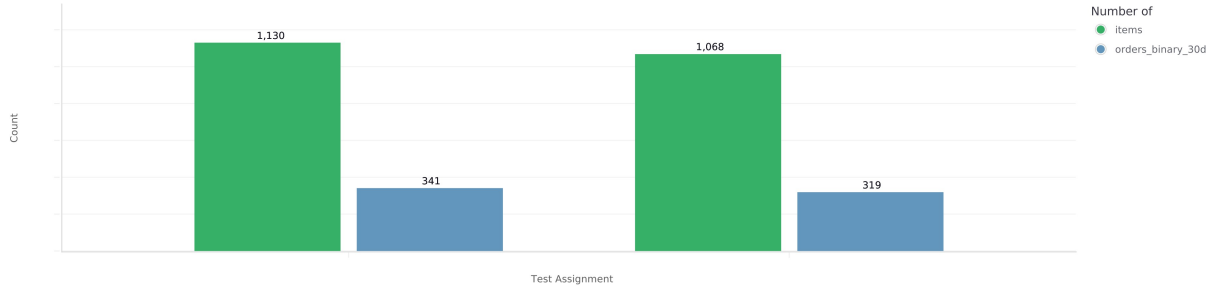
	item_id	test_assignment	test_number	test_start_date
1	137	0	item_test_1	2013-01-05 00:00:00
2	172	1	item_test_1	2013-01-05 00:00:00
3	110	0	item_test_1	2013-01-05 00:00:00
4	136	1	item_test_1	2013-01-05 00:00:00
5	152	0	item test1	2013 01 05 00:00:00

3. Compute Order Binary

	test_assignment	items	orders_binary_ d
1	0	1130	341
2	1	1068	319

Orders Within 30 Days of Treatment

And Items Per Treatment Group

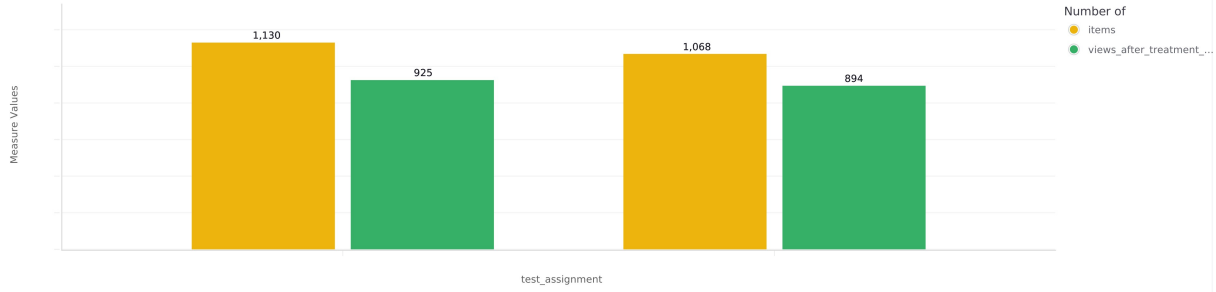


4. Compute View Item Metrics

	test_assignment	items	views_after_treatment_ d
1	0	1130	925
2	1	1068	894

Item Views Within 30 Days of Treatment

And Items per Treatment Group



5. Compute lift and p-value

No rows returned

30-day order binary:
- p-value = 0.88
- lift = -1%
- The 30-day order binary result, with a p-value of 0.88 and a lift of -1%, suggests that there is no statistically signi icant effect, as the p-value is much higher than the common signi icance threshold of 0.05, indicating any observed difference is likely due to random variation.

30-day view binary:
- p-value = 0.25
- lift = 2.3%
- The 30-day view binary result, with a p-value of 0.25 and a lift of 2.3%, also shows no statistically signi icant effect, as the p-value is greater than 0.05, implying that the observed change in views may not be meaningful.