A/B Duration Calculator Dashboard v2

2 PEACOCK

Dashboard Preview

Components:

- The A/B Testing Duration Estimation Calculator Dashboard v2 (click here) comprises two tabs for three different events (triggers)
 - Duration Calculator for Home
 - Duration Calculator for Search
 - Duration Calculator for Subevent pages (In progress)

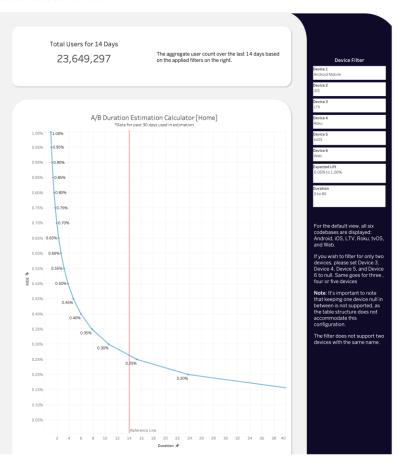
Major Improvements:

- Included all six codebases
- Total Number of Users for 14 days

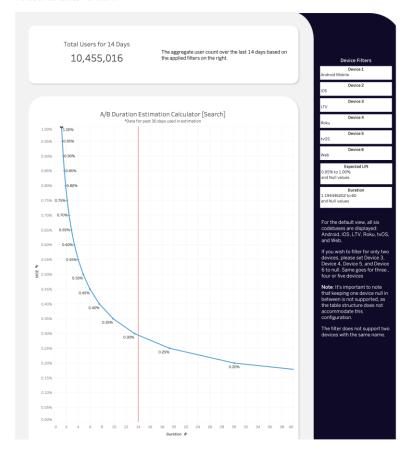
Data Sources:

- device_duration (ap_sandbox)
- device_duration_search (ap_sandbox)
- device_monthly (ap_sandbox)
- device_monthly_search (ap_sandbox)

Duration Calculator for Home



Duration Calculator for Search



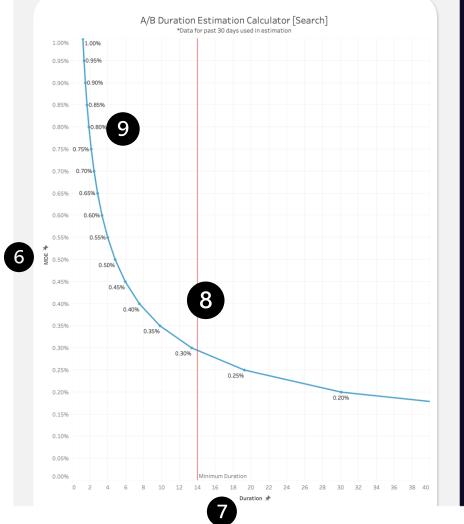
Dashboard Elements

Elements:

- 1. Filters of all codebases
- 2. Expected Lift
- 3. Duration
- 4. Note on how-to navigate the dashboard
- 5. Total users for the duration of 14 days
- 6. Expected Lift
- 7. Duration in days
- 8. Reference Line Minimum duration of 14 days
- 9. Line Graph with expected lift with respect to Duration
- 10. Dashboard Tab



The aggregate user count over the last 14 days based on the applied filters on the right.





Device 4 Roku

Device 5

Device 6

Expected Lift 0.05% to 1.00% and Null values

Duration 1.194436202 to 60 and Null values

For the default view, all six codebases are displayed: Android, iOS, LTV, Roku, tvOS, and Web.

If you wish to filter for only two devices, please set Device 3, Device 4, Device 5, and Device 6 to null. Same goes for three, four or five devices

Note: It's important to note that keeping one device null in between is not supported, as the table structure does not accommodate this configuration.

The filter does not support two devices with the same name.

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Peacock Inference Calculator

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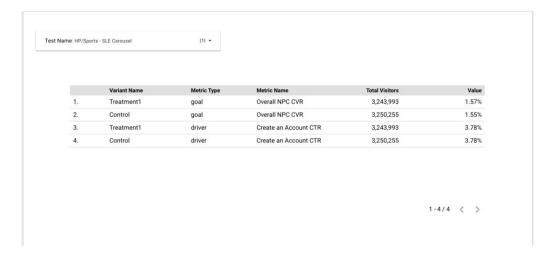
Dashboard Preview

Components:

- The Peacock Inference comprises Two tabs
 - Table with Variant Name, Metric Type, Metric Name, Total Visitors & Value.
 - Graphs for both Variant & Control

• Major Improvements:

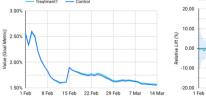
- Graph which include both goal & driver metric.
- Relative Lift, p value graph



Test Name: HP/Sports - SLE Carousel (1) ▼

Goal

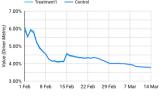
PEACOCK

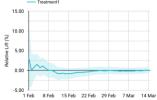






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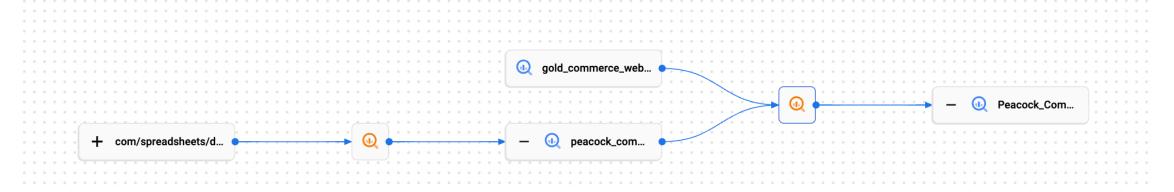




Workings

1. GCP BigQuery

1. The data is stored in Peacock_Commerce_Metrics_Updated_Final



2. Python Notebook

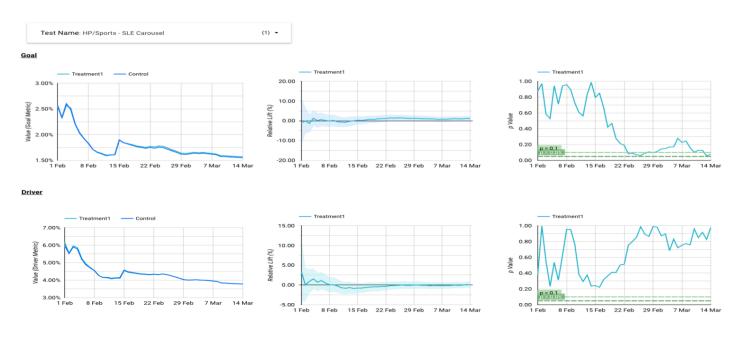
1. We have then used the above table to calculate relative lift, Confidence Interval, p-value using Jupyter Lab

me //	Metric_Name	Metric_Type	pvalue	CI_LB	lift //	CI_UB	pvalue_rel	CI_LB_rel	lift_rel	CI_UB_r
1 - P+ offer secondar	Create an Account CTR	driver	5.68812037	0.00317949	0.00375002	0.00432062	6.04897439	0.07401615	0.08787393	0.10190
1 - P+ offer secondar	Overall NPC CVR	goal	0.89793469	-0.0003528	2.47059807	0.00040222	0.89793378	-0.0184034	0.00130165	0.02140
1 - SLE module anch	Create an Account CTR	driver	0.45732343	-0.0002286	0.00013966	0.00050795	0.45732238	-0.0061072	0.00374927	0.01370
1 - SLE module anch	Overall NPC CVR	goal	0.09859274	-3.7907481	0.00020312	0.00044417	0.09859259	-0.0024219	0.01307835	0.02881
1 - Scrollable Rails	Create an Account CTR	driver	0.00770219	0.00013366	0.00050532	0.00087698	0.00770170	0.00358101	0.01360541	0.02372
1 - Scrollable Rails	Overall NPC CVR	goal	0.21797188	-9.0510887	0.00015316	0.00039684	0.21796832	-0.0057409	0.00979052	0.0255€
1 - Premium+ Secon	Create an Account CTR	driver	3.85005392	0.00101953	0.00148276	0.00194856	4.56553491	0.24959094	0.38434945	0.5329€
1 - Premium+ Secon	Overall NPC CVR	noal	N 20816587	-8 4643571	0 00015184	U UUU38836	n 20789949	-0 0687628	N 137NNN58	በ 3873በ

Workings

3. Looker Graphs

1. The graphs are created from the data which stored p_value_cumulative_production_2p0



Further Improvements

1. We can create data production table which gives all the value for the experiments.