A/B Duration Calculator Dashboard v2
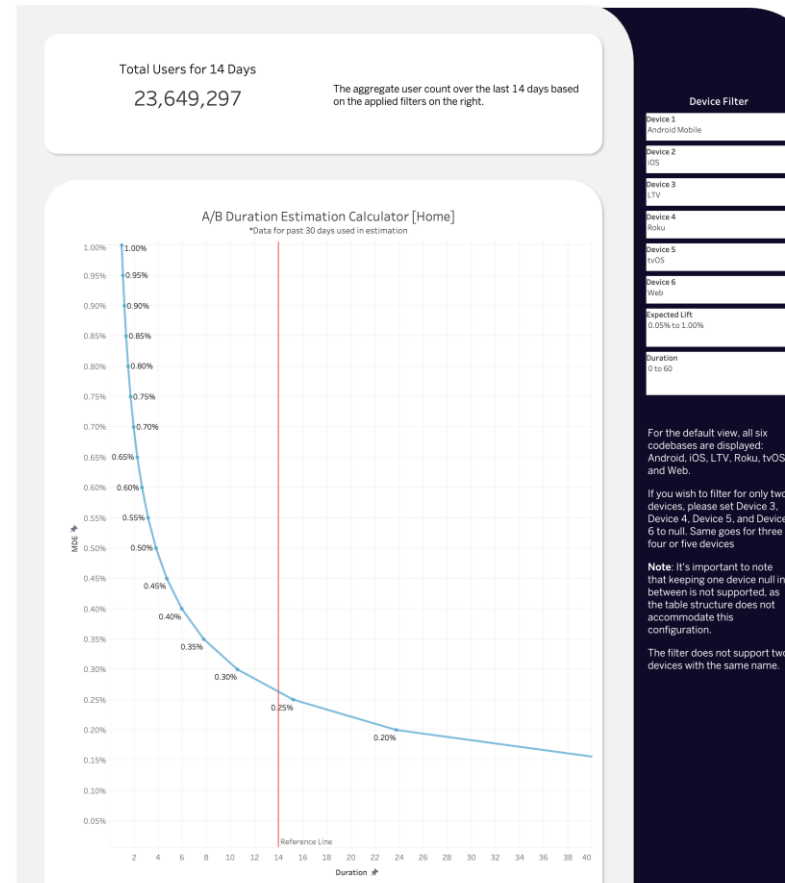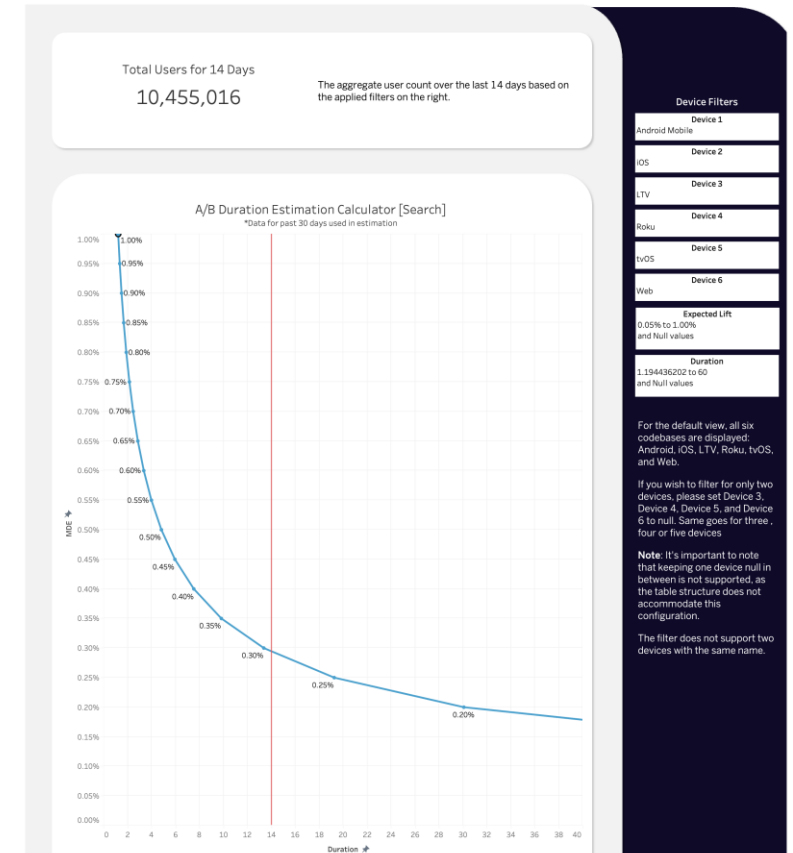
Dashboard Preview

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)
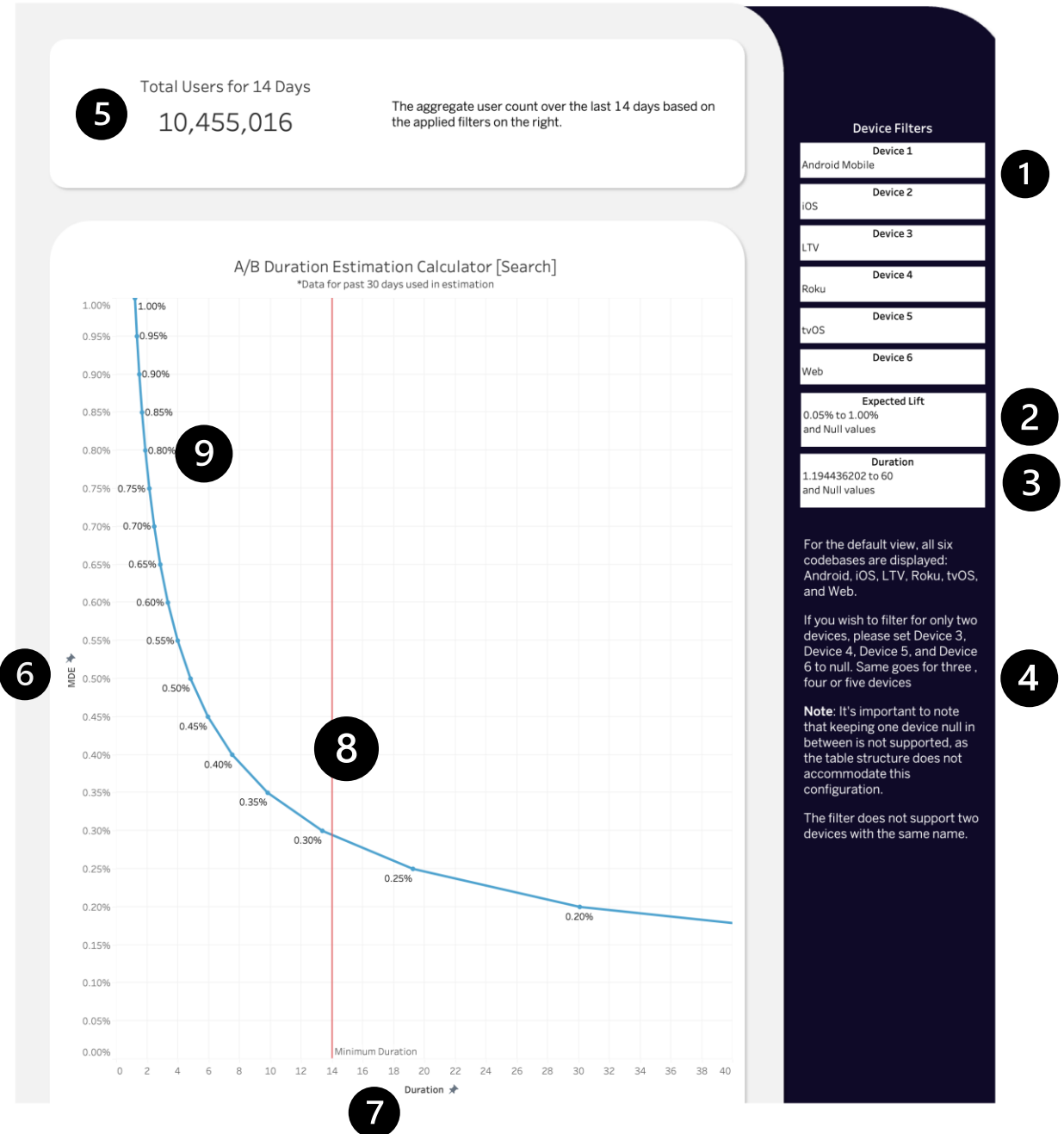

Duration Calculator for Home

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
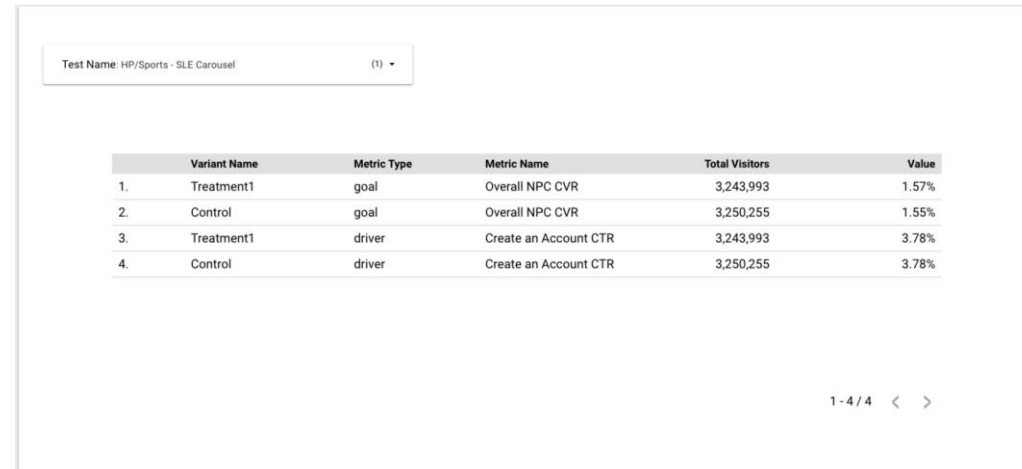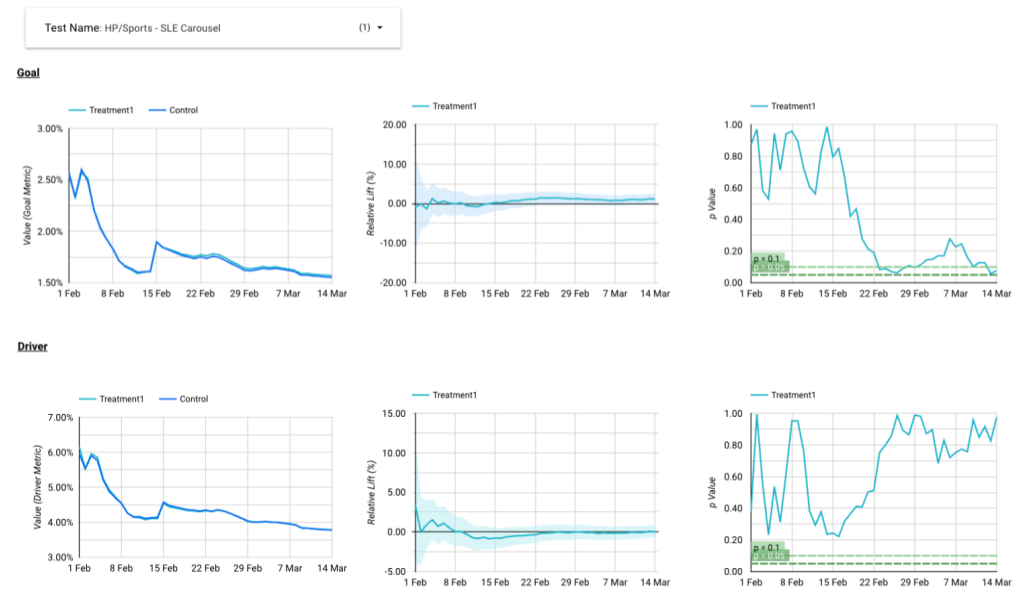10. Dashboard Tab

Peacock Inference Calculator

Dashboard Preview

- **Components:**

- The Peacock Inference comprises Two tabs

  - Table with Variant Name, Metric Type, Metric Name, Total Visitors & Value.
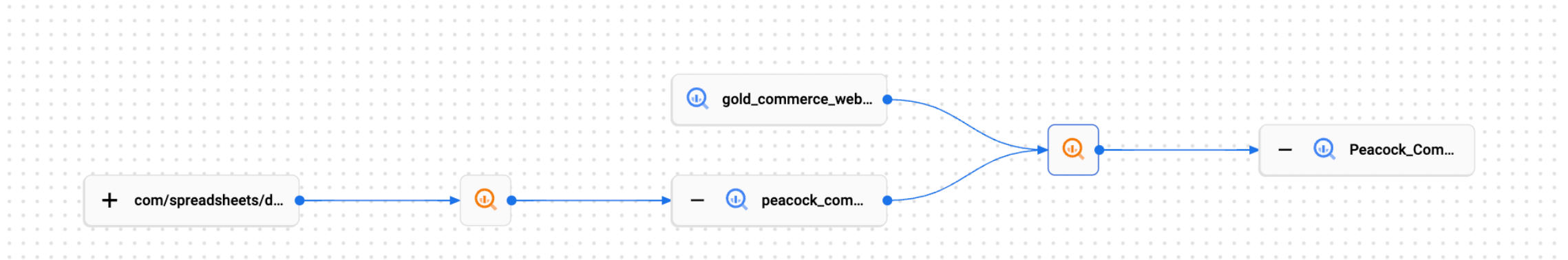
  - Graphs for both Variant & Control

- **Major Improvements:**

  - Graph which include both goal & driver metric.

  - Relative Lift, p value graph

- Workings

1. GCP BigQuery

1. The data is stored in Peacock_Commerce_Metrics_Updated_Final
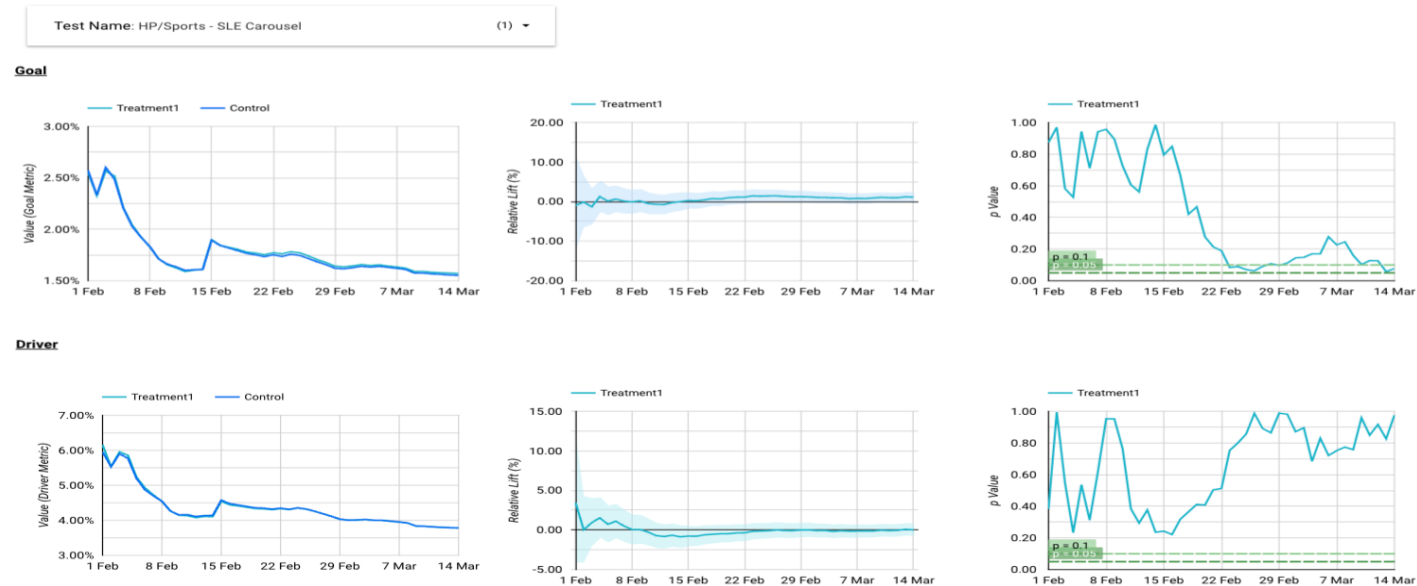

2. Python Notebook

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...	0.02556
1 - Premium+ Secon...	Create an Account CTR	driver	3.85005392...	0.00101953...	0.00148276...	0.00194856...	4.56553491...	0.24959094...	0.38434945...	0.53296
1 - Premium+ Secon...	Overall NPC CVR	goal	0.20816587	-8.4643571	0.00015184	0.00038936	0.20789949	-0.0687628	0.13700058	0.38730

- # 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.