Week 1 Day 4

**A/B Testing**

<https://www.statsig.com/calculator>

Z- Score – number of standard deviations away from the mean

p-value – how likely given result is to have occurred through random chance. A smaller p-value is statically more likely to be significant. Always compare p-value to the alpha value before conducting the test. P= .05 generally

Week 1 Day 5