

Report of final assignment

We are running an experiment at an item-level, which means all users who visit will see the same page, but the layout of different item pages may differ.

Q1: Does the table final_assignments_qa have everything you need to compute metrics like 30-day view-binary?
Answer: No, we need the date or time of assignment.

Q5: Use the <https://thumbtack.github.io/abba/demo/abba.html> to compute the lifts in metrics and the p-values for the binary metrics (30 day order binary and 30 day view binary) using a interval 95% confidence.

Answer:

For 30-day order binary:

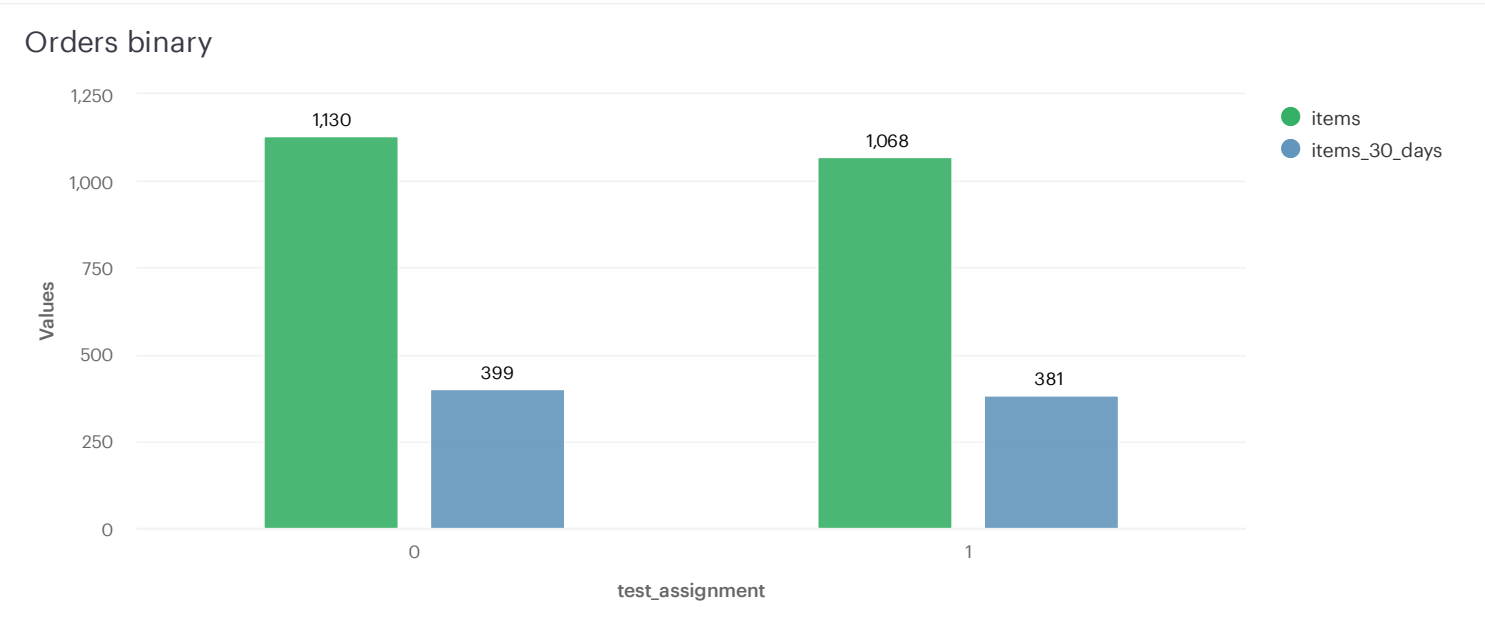
- p-value: 0.86
- Lift: -1%

p-value is high which indicates that the result is not statistically significant.

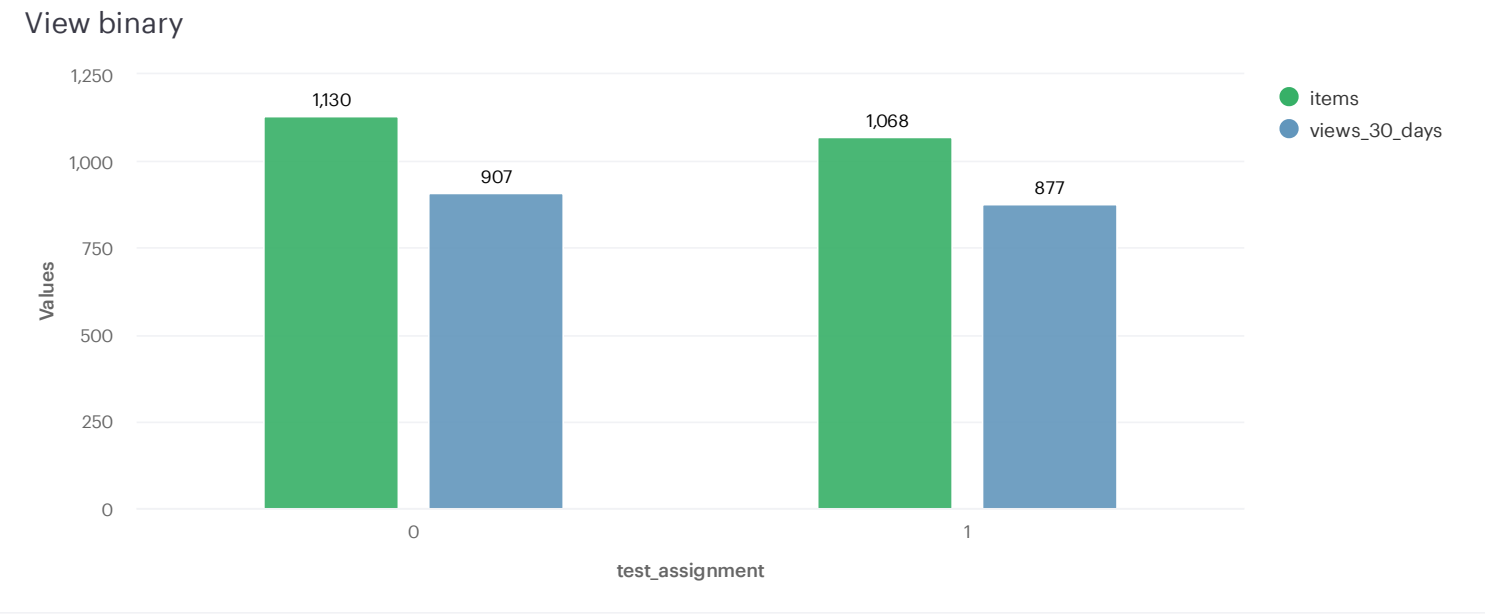
For 30-day view binary:

- p-value: 0.27
- Lift: 2.3%

Even if p-value is lower for view binary, the result is still not statistically significant as it is greater than 10%.



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1. Data Quality Check

No rows returned

2. Reformat the Data

	item_id	test_assignment	test_number	test_start_date
	item_id	test_assignment	test_number	test_start_date
1	1762	1	item_test_5	2013-01-05 00:00:00
2	423	1	item_test_1	2013-01-05 00:00:00
3	3090	0	item_test_3	2013-01-05 00:00:00
4	3468	1	item_test_2	2013-01-05 00:00:00

This table only shows the first 1,000 rows. View complete results in [Report Details](#).

3. Compute Order Binary

	test_assignment	items	items_30_days
	test_assignment	items	items_30_days
1	0	1130	399
2	1	1068	381

4. Compute View Item Metrics

	test_assignment	items	views_30_days
	test_assignment	items	views_30_days

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1	0	1130	907
2	1	1068	877

5. Compute lift and p-value

No rows returned