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AB Testing

A/B testing is a type of experiment in which you split your web traffic or user base into two groups, and show two different versions of a web page, app, email, and so on, with the goal of comparing the results to find the more successful version.

With an A/B test, one element is changed between the original (a.k.a, “the control”) and the test version to see if this modification has any impact on user behavior or conversion rates.

From a data scientist’s perspective, A/B testing is a form of statistical hypothesis testing or a significance test.

To see more, review **Control Groups** in “General Topics”.

