< Return to "Business Analyst" in the classroom

Predict Impact of New Menu

REVIEW	HISTORY

Meets Specifications

Brilliant Learner,
By carefully going through the project, it shows a lot of effort, diligence and above all, understanding of AB Testing. Well done. 👏👏 You have successfully passed all the rubrics of this project excellently on the very first submission. This is very uncommon and I congratulate you for this. Keep up the hard work and determination. It was my pleasure reviewing this wonderfully implemented project.

Plan Your Analysis

✓ **The section is written clearly and is concise. The section is written in less than 500 words.**

Good work. The **Plan Your Analysis** section of the report is written clearly and concisely. The section respects the word limits.

✓ **All following questions have been answered correctly:**

1. **What is the performance metric you'll use to evaluate the results of your test?**
2. **What is the test period?**
3. **At what level (day, week, month, etc.) should the data be aggregated?**

Well done in this section. The report provides the correct performance metric which is **gross_margin**.
It also gives the correct test period ranging from **April 29th, 2016 to July 21st, 2016** which is equivalent to 12 weeks. In addition, the report shows that data should be aggregated weekly.

Matching Treatment and Control Units

✓
- **The appropriate control variables are selected to match treatment and control variables.**
- **The decision to include and exclude certain variables is well justified.**

Great work. Other than trend and seasonality, `AvgMonthlySales` is actually an appropriate candidate to match treatment and control stores. The reasons to include and exclude certain variables in explicitly justified in the report.

✓ **A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units.**

In the report, a table with treatment and control unit pairs is included. The table clearly shows each treatment unit matched to two control units. This is fantastic work.

Analysis and Writeup

✓ **The section is written clearly, is concise, and includes at least one data visualization. The section is written in less than 250 words.**

Nice work. The analysis and write-up section of the report is clearly written and contains more than one data visualization.

✓ - **The lift and statistical significance calculations are correct.**
   - **The recommendation is correct and based on the results of the analysis.**

👍 Great job. The lift for both West and Central regions presented in the report `(West – 37.7 and Central – 46)` is correct as it falls within the acceptable 5% point variance from the ideal values of 37.9% and 43.5% for West and Central regions respectively. The recommendation `The company should roll out the updated menu to all the stores` is actually correct which leads to a big win for the company.

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