# Analyze A/B Test Results

REVIEW

HISTORY

## Meets Specifications

Your work was amazing!

Keep doing this to go on with your great trajectory.
😄😄😄

Good luck with your next projects!

If you want to add me on the Linkedin (Rafael Buck) feel free.

### Code Quality

**All code cells can be run without error.**

Great! The code runs without errors.

**Docstrings, comments, and variable names enable readability of the code.**

The code is well formatted and commented. This makes it much easier to understand your analysis steps. Awesome!!!

**Suggested**: Here's a Markdown syntax reference for Jupyter very interesting to use in your next projects 😄

## Statistical Analyses

**All results from different analyses are correctly interpreted.**

Excellent!!!

The explanation in the item 'e' (Part III) was good. The difference in the value of p-values is because the hypothesis considered in the logistic regression is two-tailed whereas the hypothesis considered in Part II of the project is one-tailed. The value of the `p-value two-tailed` is equal to: `2 * (1 - p_value_onetailed)` In this link has a very nice explanation on the subject. Here is a brief explanation of the single-tailed test and Here a brief explanation about the two-tailed one 😄

Also, in the item `f` (Part III), the main benefit is to check that there are no confounding variables that are impacting our ability to identify the main interest effect in the case of this work, the pages). And the disadvantage is related to the curse of dimensionality, according to this attached article.

**For all numeric values, you should provide the correct results of the analysis.**

Note that there was a small variation in p-value (did not result in a p-value < 0.05). Fascinating results: smile:

Logit Regression Results

| | | | |
|---|---|---|---|
| Dep. Variable: | converted | No. Observations: | 290584 |
| Model: | Logit | Df Residuals: | 290580 |
| Method: | MLE | Df Model: | 3 |
| Date: | Sun, 31 Mar 2019 | Pseudo R-squ.: | 2.323e-05 |
| Time: | 14:49:53 | Log-Likelihood: | -1.0639e+05 |
| converged: | True | LL-Null: | -1.0639e+05 |
| | | LLR p-value: | 0.1760 |

| | coef | std err | z | P>\|z\| | [0.025 | 0.975] |
|---|---|---|---|---|---|---|
| intercept | -2.0042 | 0.009 | -224.560 | 0.000 | -2.022 | -1.987 |
| ab_page | 0.0149 | 0.011 | 1.307 | 0.191 | -0.007 | 0.037 |
| CA | -0.0408 | 0.027 | -1.516 | 0.130 | -0.093 | 0.012 |
| UK | 0.0099 | 0.013 | 0.743 | 0.457 | -0.016 | 0.036 |

**Suggested**: Here's a reference interesting how to interpret p-value.

**Conclusions should include not only statistical reasoning, but also practical reasoning for the situation.**

Great!!! The null hypothesis can not be rejected, so the best conclusion is to keep the page.

**Suggested**: Here follows a reference of how to conduct an A/B test in practice, which take into account at the time of planning it and executing it 😄

DOWNLOAD PROJECT

RETURN TO PATH

Rate this review