Final Assignment_AB Testing

1. Data Quality Check

	item_id	test_a	test_b	test_c	test_d	test_e	test_f
	item_id	test_a	test_b	test_c	test_d	test_e	test_f
1	2512	1	0	1	1	0	1
2	482	0	1	1	1	0	0
3	2446	0	1	1	0	1	0
4	1312	0	0	0	0	0	1

ANSWER:
Answer is No, the 'created_at' date is needed

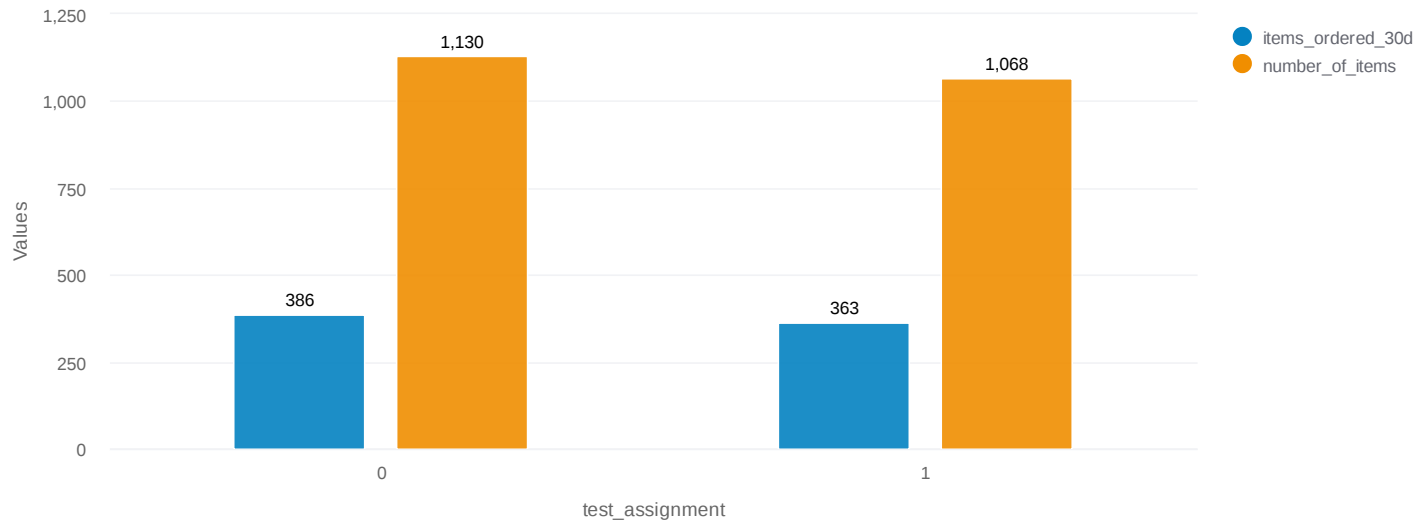
2. Reformat the Data

	item_id	test_assignment	test_number	test_created_at
	item_id	test_assignment	test_number	test_created_at
1	3572	1	test_a	2013-01-05 00:00:00
2	1090	0	test_a	2013-01-05 00:00:00
3	761	1	test_a	2013-01-05 00:00:00
4	2975	1	test_a	2013-01-05 00:00:00

3. Compute Order Binary

	test_assignment	number_of_items	items_ordered_30d
	test_assignment	number_of_items	items_ordered_30d
1	0	1130	386
2	1	1068	363

Order Binary Graph



4. Compute View Item Metrics

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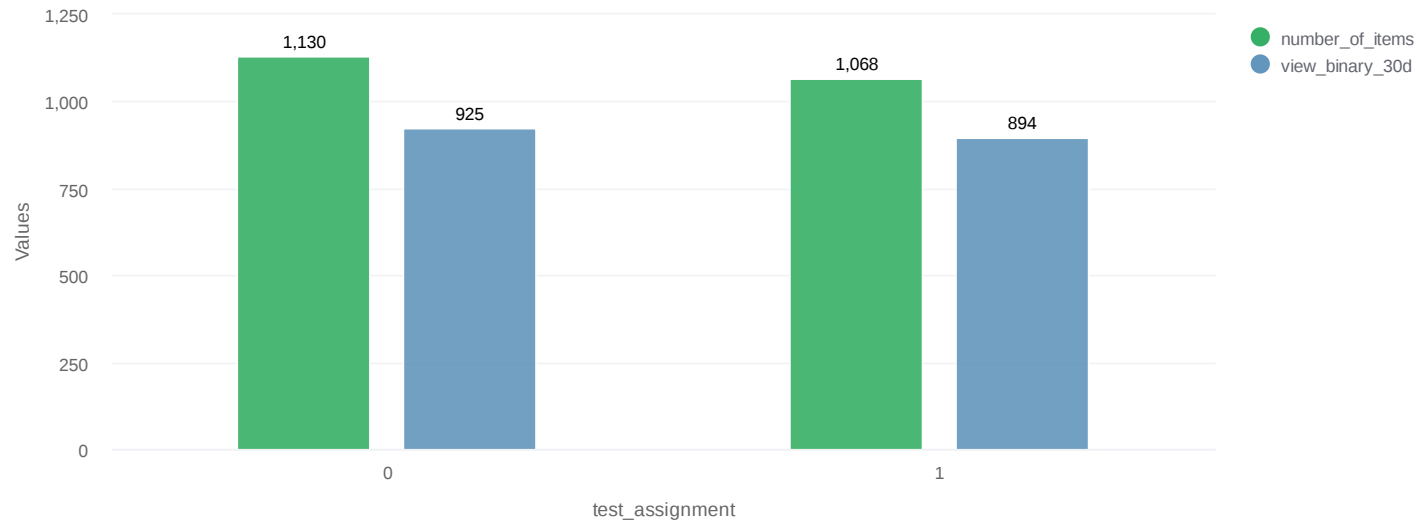
	item_id	test_assignment	test_number	view_binary
	item_id	test_assignment	test_number	view_binary
1	0	0	item_test_2	1
2	1	1	item_test_2	1
3	2	1	item_test_2	1

5. Compute lift and p-value

	test_assignment	test_number	number_of_items	view_binary_30d
1	0	item_test_2	1130	925
2	1	item_test_2	1068	894

View Binary Graph



After calculating on ABBA Testing Statistics:
OrderBin: Improvement is -12% - 11% (-0.5%) and pval is 0.93
ViewsBin: Improvement is -1.6% - 6.1% (2.3%) and pval is 2.3%
Therefore for item_test_2, there was no significant difference in either the number of views or the number of orders between control and experiment