**The problem**

# The Sith Lords are concerned that their recruiting slogan, "Give In to Your Anger," isn't very effective. The problem is to maximize the number of recruits that can be obtained based on the messaging of the slogan used by the sith lords.

**The potential solution**

# Propose new hypotheses to be tested. This will include develop 10 new slogans from your crack Dark Side marketing team. The idea is that a particular message can be used to increase the number of recruits to the Dark Side.

## The method of testing the solution

The proposed method to testing the solution is to do 10 choose 2 a/b test which represents all the possible combinations of comparisons between slogans generated by the marketing team. The test will be perfomed on an equal sample size of droids captured from a stratified sample. The samples are uniformly distributed into 10 groups representing 10 planets throughout the galaxy. Each planet will capture 100 droids and the droids will each have an equal probability of being included in each of the 10 marketing slogans. Once the groups are created. The 45 a/b tests will be constructed and the top 3 performing a/b tests relative to the original slogan will be chosen. Of these three their t-value will be compared to each other to choose the top performing slogan. The process can be iterated to determine the optimal messaging by generating variants of the top slogan chosen from the process.