AB Test Pretest Results

# Sample Data

Sample start date: 2023-05-01, Sample end date: 2023-05-31, duration: 31

Average conversion: 0.0312

# Power Analysis, Test Duration and Budget

Sample size needed in total: 101989

The test duration needed: 14

Budget needed in total: 50951.61

# Pretest Validation: AA Test

AA test start date: 2023-05-18, AA test end date: 2023-05-31, duration: 14

AA control average conversion: 0.0307, AA treatment average conversion: 0.031

AA significance level: 0.05, AA test p-value: 0.876

AA test validation: No significant difference found. Proceed with AB test.

