

Final Assignment-Data Wrangling, Analysis and 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 | 1332 | 1 | 1 | 1 | 1 | 1 | 1 |

This table only shows the first 1,000 rows. View complete results in [Report Details](#).

2. Reformat the Data

| | item_id | test_assignment | test_number | test_start_date |
|---|---------|-----------------|-------------|-----------------|
| | item_id | test_assignment | test_number | test_start_date |
| 1 | 1789 | 1 | test_e | 2020-01-01 |
| 2 | 312 | 1 | test_a | 2020-01-01 |
| 3 | 2340 | 1 | test_d | 2020-01-01 |
| 4 | 2521 | 1 | test_e | 2020-01-01 |

This table only shows the first 1,000 rows. View complete results in [Report Details](#).

3. Compute Order Binary

| | test_assignment | items | ordered_items_30d |
|---|-----------------|-------|-------------------|
| | test_assignment | items | ordered_items_30d |
| 1 | 0 | 1130 | 341 |
| 2 | 1 | 1068 | 319 |

3.a. Subquery

| item_id | test_assignment | order_binary_30d |
|---------|-----------------|------------------|
| 0 | 0 | 1 |
| 3313 | 1 | 0 |
| 2123 | 0 | 1 |

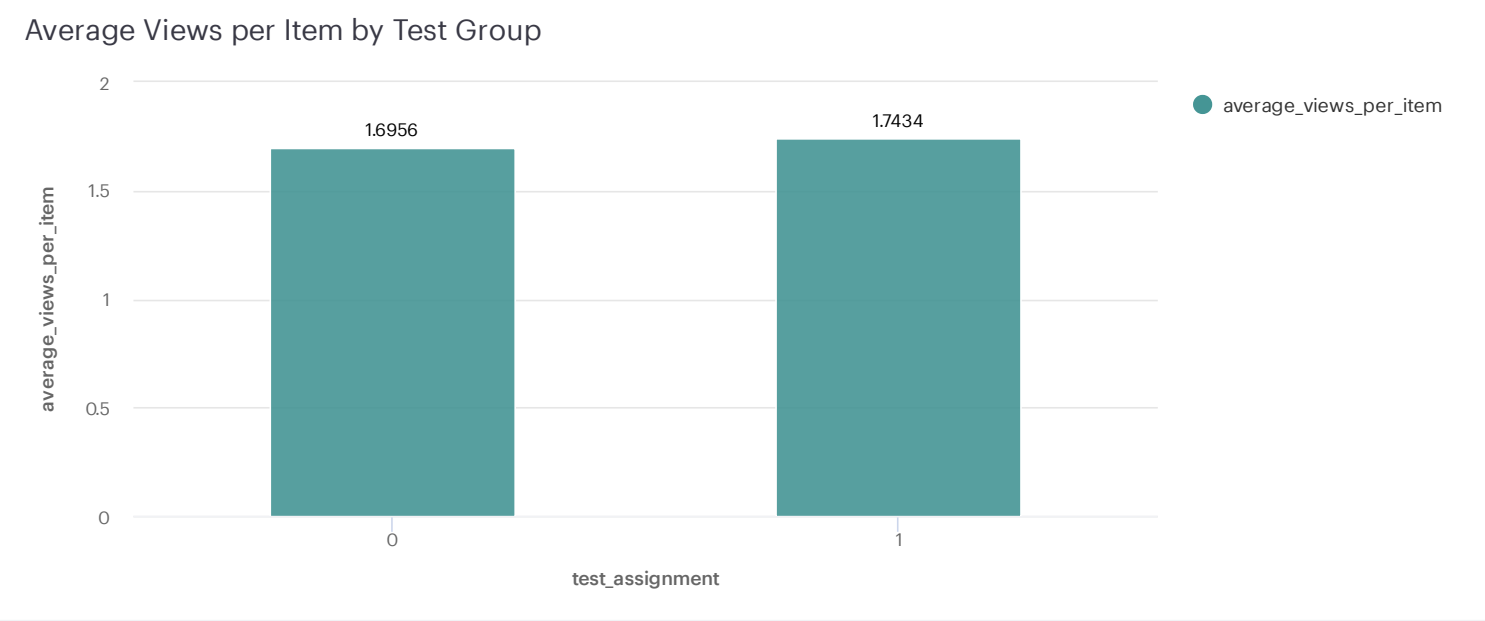
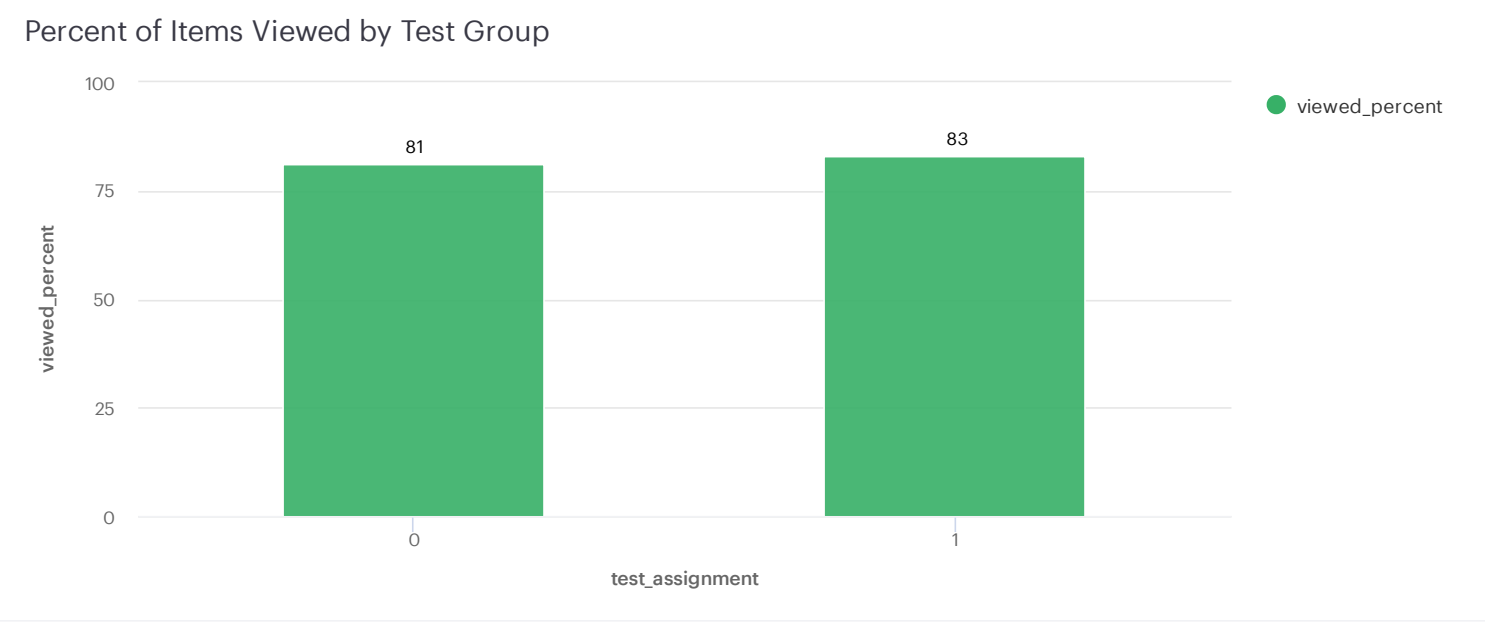
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Showing 1-100 of 100 results

4. Compute View Item Metrics

| | test_assignment | items | viewed_items | viewed_percent | views | average_views_per_item |
|---|-----------------|-------|--------------|----------------|-------|------------------------|
| | test_assignment | items | viewed_items | viewed_percent | views | average_views_per_item |
| 1 | 0 | 1130 | 918 | 81 | 1916 | 1.69557522124 |
| 2 | 1 | 1068 | 890 | 83 | 1862 | 1.74344569288 |

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5. Compute lift and p-value

| | test_assignment | items | viewed_items |
|---|-----------------|-------|--------------|
| 1 | 0 | 1130 | 918 |
| 2 | 1 | 1068 | 890 |

The test group 1 had 2.5% more viewed items compared to test group 0, the p-value for this lift was 0.2 which does not meet our threshold for significance. There is no statistically significant change to the metrics viewed percent as a result of the treatment.