Write a short report (**not exceeding 2 A-4 size sheets**) on A/B Testing. Your should cover:

· What it is

· What it is used for (benefits)

· Who is using it (examples) and for what purpose

· The statistics behind it

You may use any web resources for your report. Here are some:

[http://en.wikipedia.org/wiki/](http://en.wikipedia.org/wiki/A/B_testing)

[https://www.optimizely.com/ab-](https://www.optimizely.com/ab-testing)

[https://developer.amazon.com/](https://developer.amazon.com/appsandservices/apis/manage/ab-testing)

[https://developer.amazon.com/](https://developer.amazon.com/sdk/ab-testing/reference/ab-math.html)

Mail your report in pdf format (include diagrams or pictures for better effect, and use the file name DA-A08-USN-Name) by no later than **midnight on Tuesday, March 18, 2014**.

**Do not cut and paste from web sites**; instead write it in your own words.