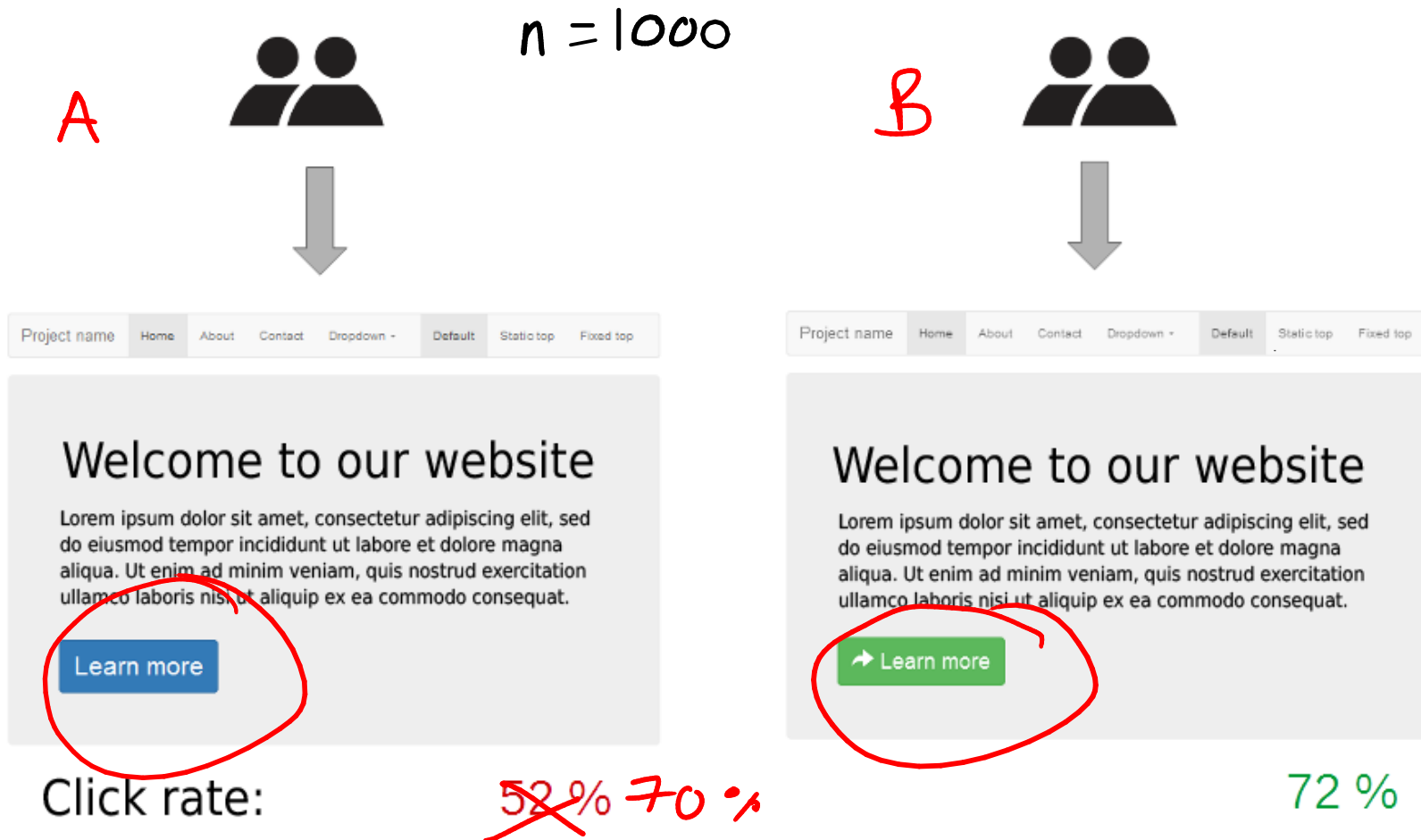


The background of the slide features a stylized globe on the left side, partially obscured by a dense, flowing pattern of binary code (0s and 1s) in shades of blue and green. The text is overlaid on the upper portion of this background.

Foundations of Data Science: A/B testing - Increasing certainty

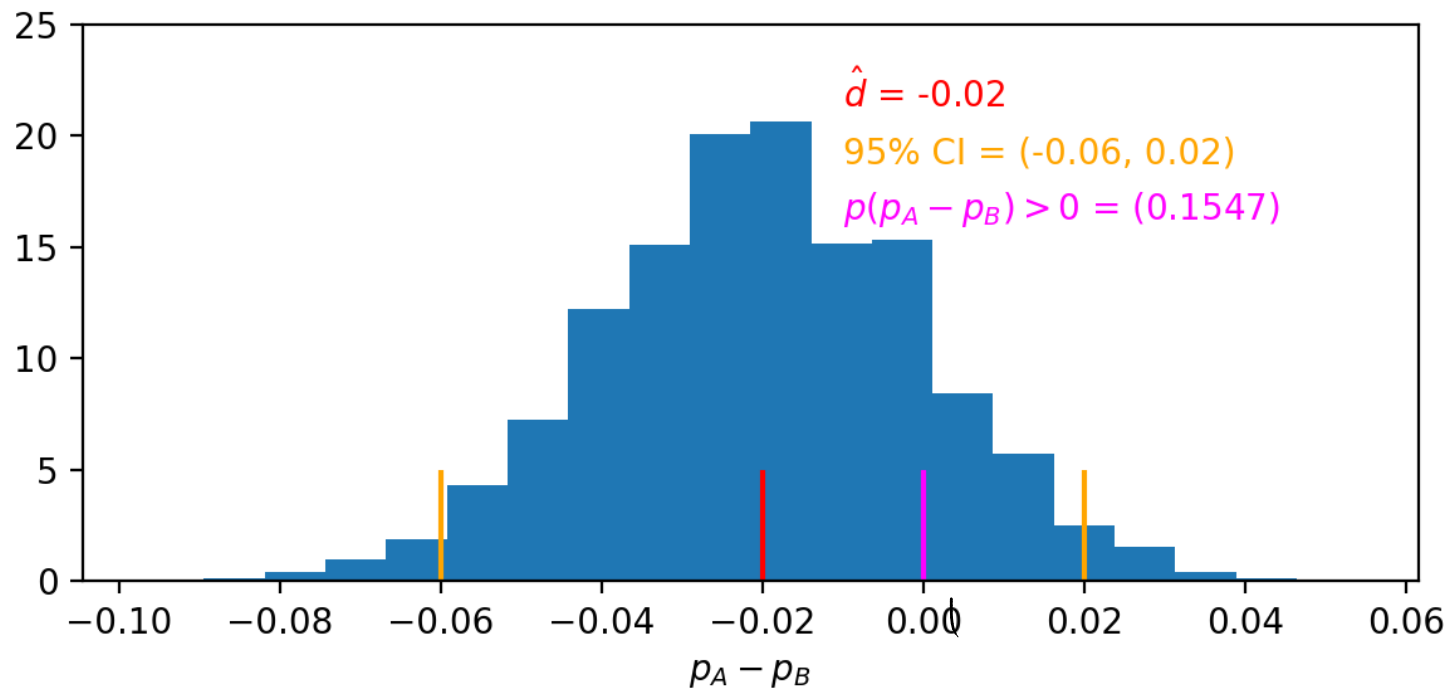
A / B Testing



Maxime Lorant, Wikimedia, CC SA 4.0

1. Is A significantly better than B?
2. How much better is A than B?
x or worse?

Bootstrap results



$$\hat{d} = \hat{p}_A - \hat{p}_B = 0.70 - 0.72 = -0.02$$

15% chance A is better than B

Getting a more certain result

