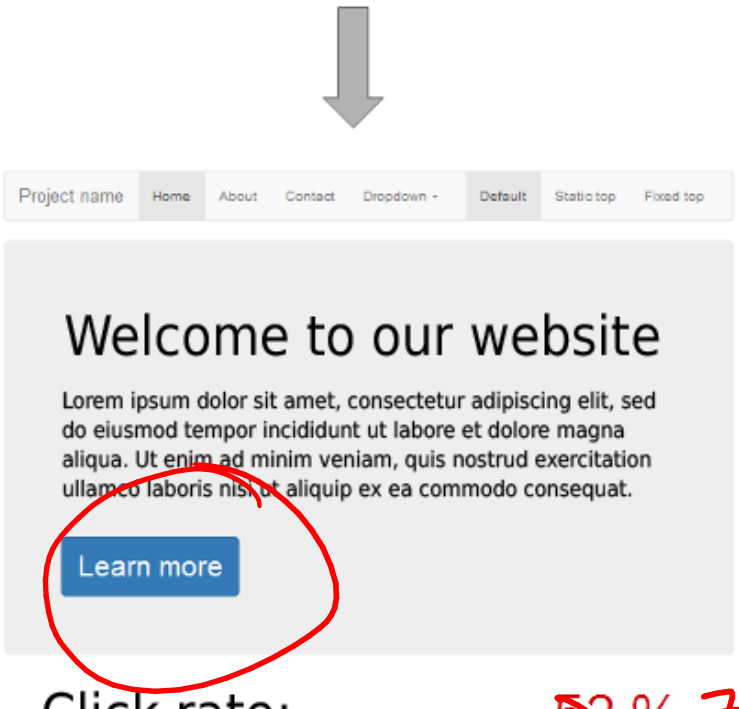
Foundations of Data Science: A/B testing - Increasing certainty

A / B Testing

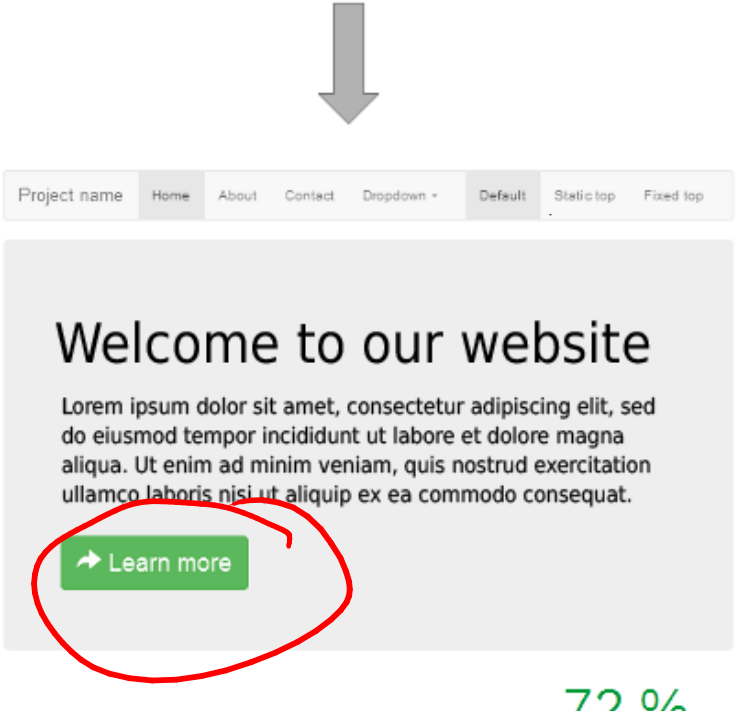
$n = 1000$

A



Click rate: ~~52 %~~ 70 %

B

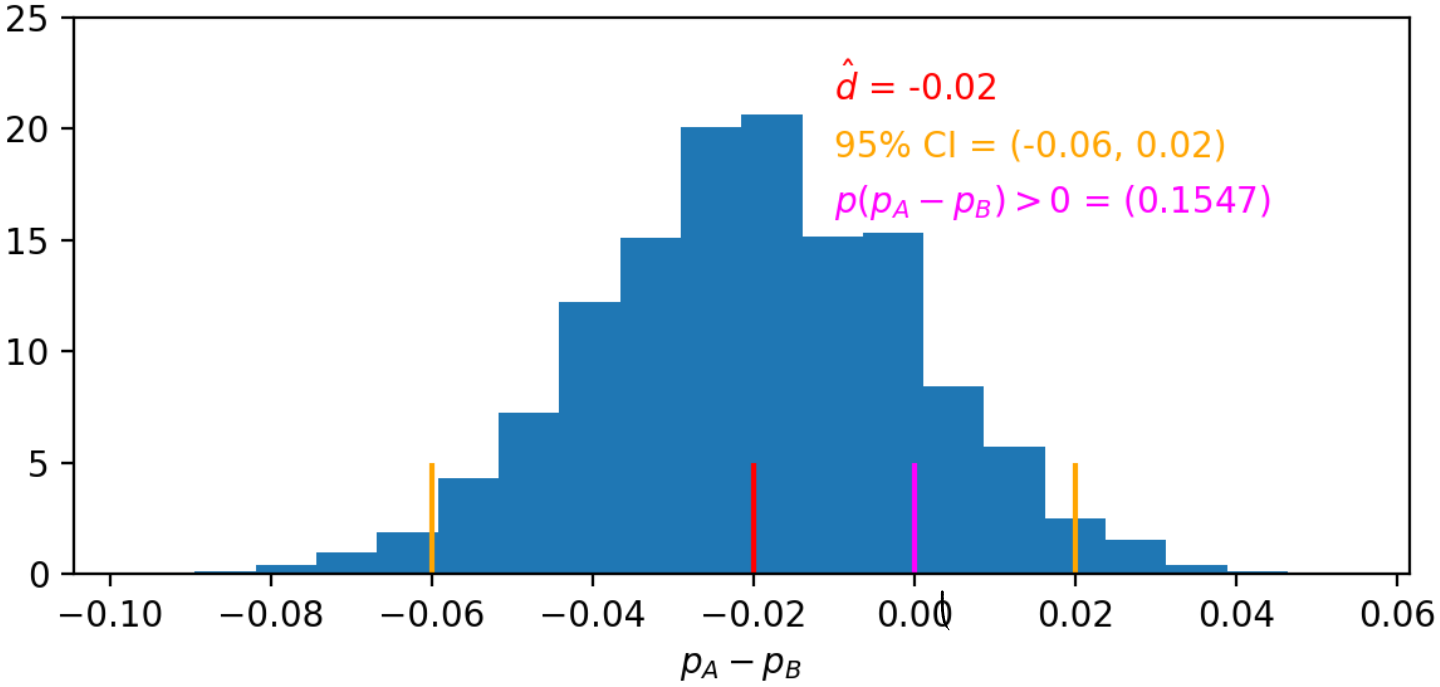


72 %

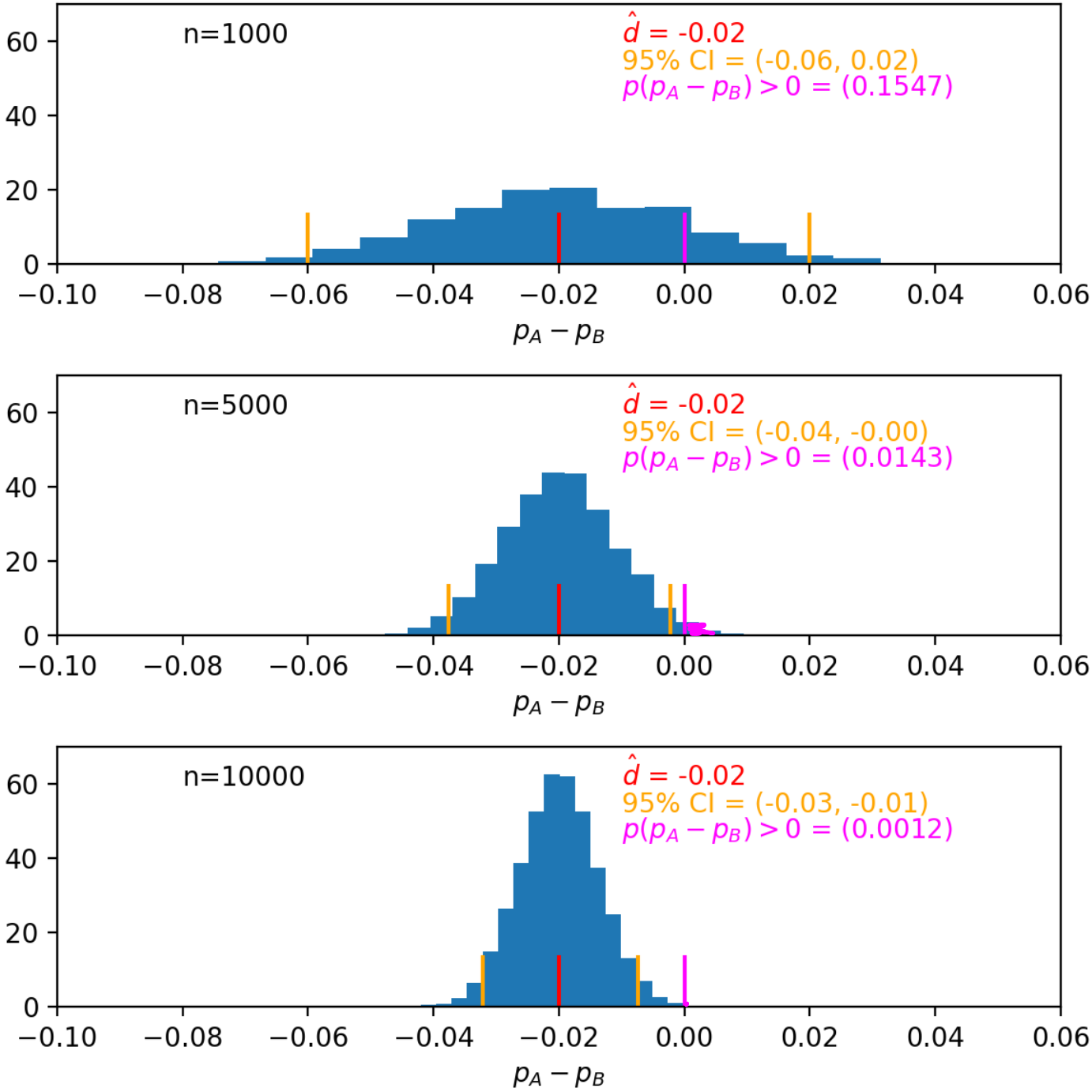
Maxime Lorant, Wikimedia, CC SA 4.0

1. Is A significantly better than B?
2. How much better is A than B?
   $\leq$ 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 more certain result