Chapter 7

# Try It Yourself: Perform T-tests on A/B Testing Data

## Excel Instructions

1. Open the pizzapasta.csv dataset in Excel.
2. Verify that the first row of Column A is labeled “treatment”.
3. Calculate the pizza treatment participant counts:
   1. In Cell F2, type:

=COUNTIF(A2:A3992, "pizza")

* 1. In Cell E2, type “Pizza treatment participant counts:”

1. Calculate the pasta treatment participant counts:
   1. In Cell F3, type:

=COUNTIF(A2:A3992, "pasta")

* 1. In Cell E3, type “Pasta treatment participant counts:”

1. Calculate the pizza treatment’s session duration mean:
   1. In Cell F4, type:

=AVERAGEIF(A2:A3992, "pizza",B2:B3992)

* 1. In Cell E4, type “Pizza treatment’s session duration mean:”

1. Calculate the pasta treatment’s session duration mean:
   1. In Cell F5, type:

=AVERAGEIF(A2:A3992,"pasta",B2:B3992)

* 1. In Cell E5, type “Pasta treatment’s session duration mean:”

1. Calculate the p-value of the T-Test for session duration
   1. In Cell F7, type:

=T.TEST(B2:B2012, B2013:B3992, 1, 2)

* 1. In Cell E7, type “P-Value for session duration:”