Chapter 7

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

## StatCrunch Instructions

1. Open the pizzapasta\_2col data in StatCrunch. We won’t use the other dataset
2. We will count the number of participants who saw the pizza image.
   1. Stat → Summary Stats → Columns
   2. Select pizza\_duration
   3. In the Where box type: pizza\_duration != “NA”
   4. In the Statistics box, choose n
   5. Click Compute!
3. We will count the number of participants who saw the pizza image.
   1. Stat → Summary Stats → Columns
   2. Select pasta\_duration
   3. In the Where box type: pasta\_duration != “NA”
   4. In the Statistics box, choose n
   5. Click Compute!
4. We will calculate the mean session duration of users in the pizza group and the pasta group:
   1. Stat → Summary Stats → Columns
   2. Select the pizza\_duration and pasta\_duration columns
   3. Select Mean in the Statistics box.
   4. Click Compute!
5. We will now perform a *t*-test to determine if the mean session duration from the different treatment groups is significantly different.
   1. Stat → T Stats → Two Sample → With Data
   2. Sample 1 Values in → pizza\_duration
   3. Sample 2 Values in → pasta\_duration
   4. Perform: → Ha: → “>”
   5. Optional graphs and tables → Summary statistics
   6. Click “Compute!”