

A/B TESTING

Explanation of the Results

LIFT: 2.26%

- **Lift Interpretation:** The test group experience
- d a 2.26% increase in the proportion of view_binary_30d compared to the control group. This shows that the test group, on average, saw a slight improvement in the number of views per item over the control group.

P-VALUE: 0.1253

- **p-value Interpretation:** The p-value of 0.1253 is greater than the typical alpha level of 0.05 used to determine statistical significance. This suggests that the differences observed between the control and test groups, while present, are not statistically significant at the 5% level.

Complete Interpretation Sentence

"The test group showed a 2.26% increase in views per item over the control group, with a p-value of 0.1253. This result is not statistically significant, suggesting that the observed improvement in views is likely due to random variation rather than the changes implemented in the test."

Q5 GRAPH

