A/B Testing and Completely Randomized Design

1. Multiple Options for a treatment
   1. A treatment can have multiple different levels.
   2. ANOVA is the way we deal with multiple levels
      1. Pools Variance across all observations.
      2. Is a methodology that allows direct estimation and testing.
2. PROC GLM
   1. What it is doing.
   2. LINEAR MODELS
      1. Contrasts vs. Estimates.
      2. LSMEANS
      3. Type I vs Type III sums of squares.
3. Multiple TESTING
   1. If you set a type I error rate, it is for a given test
      1. Tukey Adjustment
      2. Bonferroni Adjustment