



A/B TESTING PLATFORM

DS 223 : MARKETING ANALYTICS
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SONA MIRIJANYAN
KARAPET GHAZANJYAN

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DEFINITION OF THE PROBLEM

FOR ANYONE WHO WORKS IN MARKETING THIS PLATFORM WILL ALLOW THEM TO UPLOAD A DATASET TO IT AND TEST BETWEEN TWO OPTIONS. FOR INSTANCE BETWEEN TWO WEBSITES, WHICH ONE RECEIVED MORE TRAFFIC. BY UPLOADING A DATASET TO THE PLATFORM THE PLATFORM WILL PERFORM AN A/B TEST ON IT AND PROVIDE THE FINDINGS.

ABOUT US

NARINE ISAKHANYAN

Product Manager

RESPONSIBLE FOR :

- PROJECT SUCCESS WITHIN A PREDEFINED TIME FRAME.
- THE PRODUCT ROADMAP.

DIANA SARGSYAN

Data Scientist

RESPONSIBLE FOR :

- THE PIPELINE OF PREDICTIVE AND/OR ANALYTICAL PARTS.

SONA MIRIJANYAN

Front-End Developer

RESPONSIBLE FOR :

- THE GRAPHICAL USER INTERFACE OF A WEBSITE.

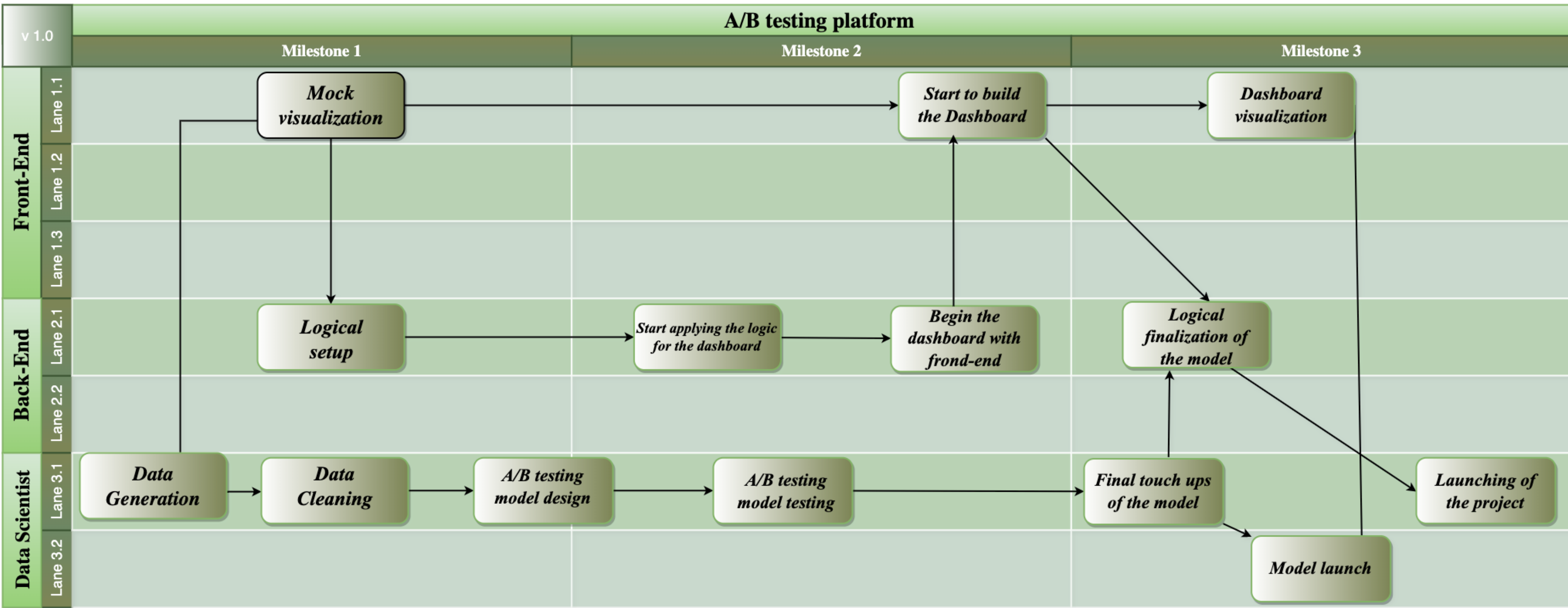
KARAPET GHAZANJYAN

Back-End Developer

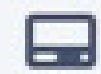
RESPONSIBLE FOR :

- SERVER-SIDE WEB APPLICATION LOGIC AND INTEGRATION OF THE WORK FRONT-END DEVELOPERS DO.

ROADMAP



BACKLOG



Mock Vis

in list [Backlog](#)



Description

Edit

Prototyping Visualizations:

Using figma for dashboard design

- Coloring
- Plot type
- Reporting data
- download option

RISKS

- Not having a big enough sample size.
- Experiment being cut short.
- False positive, false negative results.

GITHUB LINK :

<https://github.com/dianasargsyan/MarketingAnalytics>

*Thank
You*