# DATA WRANGLING ANALYSIS AND AB TESTING - EXERCISE 4.3

ANALYZING RESULTS

COMPARISONS OF USERS IN EACH TEST CONDITION BY TEST_ID

CHART SHOWS NUMBER OF USERS IN TEST CONDITIONS 0 (ORANGE BARS) AND 1 (BLUE BARS) FOR EACH TEST_ID 4 THROUGH 7. THE NUMBER OF USERS VARIES SIGNIFICANTLY BETWEEN TESTS, WHILE EACH TEST HAS A SIMILAR NUMBER OF USERS IN EACH TEST CONDITION. TEST 4 IS AN EXCEPTION TO THE SIMILAR USER COUNT WITH ROUGHLY 1.5 TIMES AS MANY USERS IN CONDITION 0 AS IN CONDITION 1.
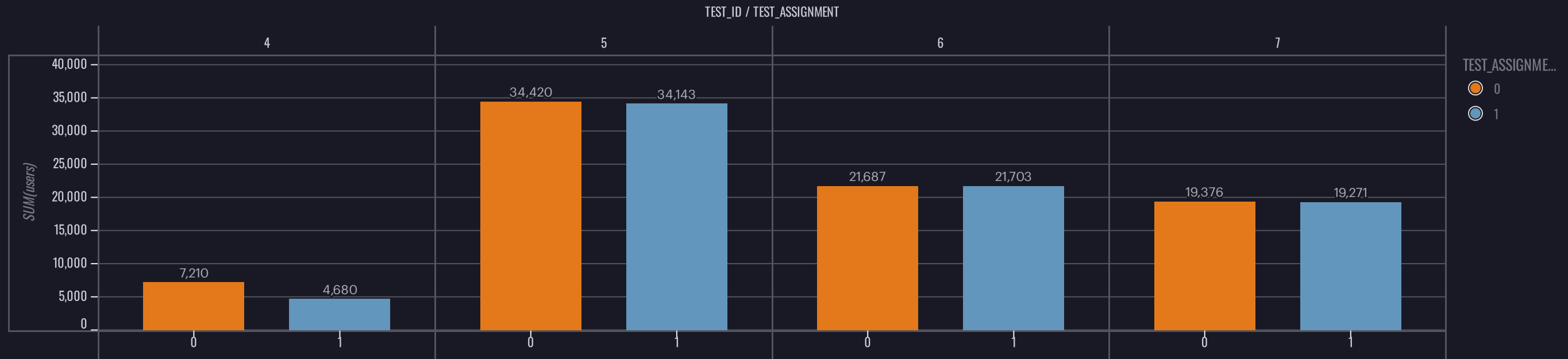
VIEW AND USER COUNT FOR TEST CONDITIONS 0 AND 1 FOR TEST_IDS 4-7

CHART SHOWS THE NUMBER OF ITEM VIEWS AFTER TEST ASSIGNMENT (BLUE) AND USER COUNT (ORANGE) FOR EACH TEST CONDITION AND TEST_ID. NUMBER OF VIEWS IS APPROXIMATELY HALF THE NUMBER OF USERS FOR EACH CONDITION AND TEST_ID.
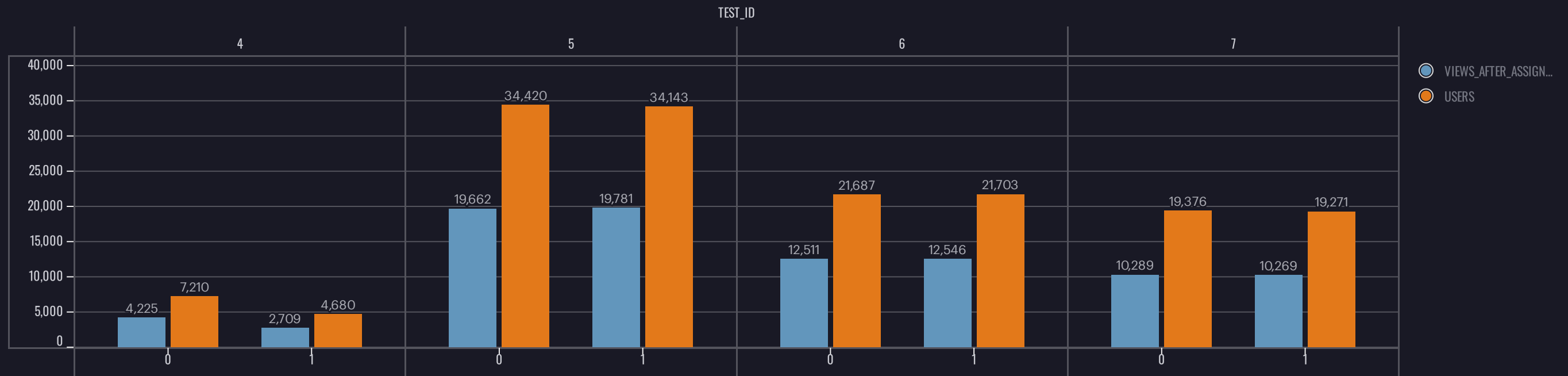
VIEWS AND USER COUNT BY TEST ASSIGNMENT ID

test_id	test_assignment	views_within_30d	users
4	0	1	7210
4	1	2	4680
5	0	182	34420
5	1	176	34143
6	0	74	21687
6	1	74	21703
7	0	243	19376
7	1	234	19271

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MEAN METRICS BY TEST ID AND ASSIGNMENT

test_id	test_assignment	avg_orders	stddev_orde...	users
4	0	0.1613	0.4069	7210
4	1	0.1562	0.3984	4680
5	0	0.1570	0.3982	34420
5	1	0.1606	0.3998	34143
6	0	0.1587	0.4010	21687
6	1	0.1612	0.4067	21703
7	0	0.1415	0.3818	19376
7	1	0.1487	0.3901	19271

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