

# Clone of Final Assignment

## Item-level AB testing

Exercise 1: Check if the the assignment table has all the data we need to compute a 30 day binary metric  
No the table is missing key data such as the start date of the test treatments and the number of orders after the treatment.

1. Data Quality Check

	item_id	test_a	test_b	test_c	test_d	test_e	test_f
	item_id	test_a	test_b	test_c	test_d	test_e	test_f
1	2512	1	0	1	1	0	1
2	482	0	1	1	1	0	0
3	2446	0	1	1	0	1	0
...	...	...	...	...	...	...	...

This table only shows the first 1,000 rows. View complete results in [Report Details](#).

Exercise 2:  
Reformat the assignment table to include the test\_start\_date, a binary column test\_assignment (1 for the treatment and 0 for control), and test\_number (the type of test performed)

2. Reformat the Data

	item_id	test_assignment	test_number	test_start_date
	item_id	test_assignment	test_number	test_start_date
1	3409	0	item_test_1	2013-01-05 00:00:00
2	301	1	item_test_1	2013-01-05 00:00:00
3	2491	0	item_test_1	2013-01-05 00:00:00
...	...	...	...	...

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Exercise 3:  
Compute order\_binary for the 30 day window after the test\_start\_date for the test named item\_test\_2

3. Compute Order Binary

	test_assignment	items	orders_completed
	test_assignment	items	orders_completed
1	0	1130	341
2	1	1068	319

Exercise 4:  
Compute view\_binary for the 30 day window after the test\_start\_date for the test named item\_test\_2

4. Compute View Item Metrics

	test_assignment	items	views_binary_30d
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	test_assignment	items	views_binary_30d
1	0	1130	925
2	1	1068	894

Exercise 5:

Computer the lift and p-value using the AB tool available on <https://thumbtack.github.io/abba/demo/abba.html>

There is no detectable change in the order\_binary metric, the p-value is 0.88 and we don't see any improvement as the treatment caused a -1% lift in the success metric

There is al slight change in the view\_binary metirc, the p-value is 0.25 and the lift caused in the success metric by the treatment is 2.3%