Simulation: Auction Experiment (n = 50)p.crit = 0, n = 50, p = 0.3/0.7p.crit = 0, n = 50, p = 0.4/0.6p.crit = 0, n = 50, p = 0.45/0.550.58 -0.65 -0.53 -0.56 -0.60 -0.52 -0.54 -0.55 **-**0.51 -0.52 p.crit = 0.01, n = 50, p = 0.3/0.7p.crit = 0.01, n = 50, p = 0.4/0.6p.crit = 0.01, n = 50, p = 0.45/0.550.54 -0.575 -0.65 -0.53 -Design Sale Price A/B Test 0.550 -0.60 0.52 -Epsilon-Decreasing Multi Armed Bandit Epsilon-Greedy Multi Armed Bandit Ag 0.55-0.525 -0.51 -UCB1 Multi Armed Bandit 0.50 -0.500 -0.50 p.crit = 0.05, n = 50, p = 0.3/0.7p.crit = 0.05, n = 50, p = 0.4/0.6p.crit = 0.05, n = 50, p = 0.45/0.550.54 -0.575 -0.65 -0.53 -0.550 -0.52 -0.60 -0.525 -0.51 -0.55 **-**0.50 -0.500 -0.50 -16 20 12 16 18 12 14 10 14 10 # Rounds

Simulation: Auction Experiment (n = 100)p.crit = 0, n = 100, p = 0.3/0.7p.crit = 0, n = 100, p = 0.4/0.6p.crit = 0, n = 100, p = 0.45/0.550.54 -0.58 -0.65 **-**0.53 -0.56 -0.60 -0.52 -0.54 -0.55 -0.51 -0.52 -0.50 p.crit = 0.01, n = 100, p = 0.3/0.7p.crit = 0.01, n = 100, p = 0.4/0.6p.crit = 0.01, n = 100, p = 0.45/0.550.54 -Sale Price 0 0.575 -Design 0.53 -A/B Test 0.550 -Epsilon-Decreasing Multi Armed Bandit 0.52 -Epsilon-Greedy Multi Armed Bandit Avg 0.55-0.525 -UCB1 Multi Armed Bandit 0.51 -0.50 -0.500 -0.50 p.crit = 0.05, n = 100, p = 0.3/0.7p.crit = 0.05, n = 100, p = 0.4/0.6p.crit = 0.05, n = 100, p = 0.45/0.55 0.70 -0.54 -0.575 -0.65 -0.53 -0.550 -0.60 -0.52 -0.525 -0.55 -0.51 -0.500 -0.50 -20 10 12 16 14 # Rounds

