

Simulation (n = 500) p.crit = 0, n = 500, p = 0.3/0.7p.crit = 0, n = 500, p = 0.4/0.6p.crit = 0, n = 500, p = 0.45/0.550.54 -0.575 -0.65 **-**0.53 -0.550 -0.60 -0.52 -0.525 -0.55 -0.51 p.crit = 0.01, n = 500, p = 0.3/0.7p.crit = 0.01, n = 500, p = 0.4/0.6p.crit = 0.01, n = 500, p = 0.45/0.550.600 -Proportion of Successes 0.54 -0.65 -0.575 -Design 0.53 -→ A/B Test 0.60 -0.550 -Epsilon-Decreasing Multi Armed Bandit 0.52 -Epsilon-Greedy Multi Armed Bandit 0.525 -UCB1 Multi Armed Bandit 0.55 -0.51 -Avg 0.50 -0.500 -0.50 p.crit = 0.05, n = 500, p = 0.3/0.7p.crit = 0.05, n = 500, p = 0.4/0.6p.crit = 0.05, n = 500, p = 0.45/0.55 0.600 -0.54 -0.65 -0.575 -0.53 -0.550 -0.60 -0.52 -0.55 -0.525 -0.51 -0.500 -0.50 -0.50 -# Rounds