AB Testing Engagement Campaign Effectiveness
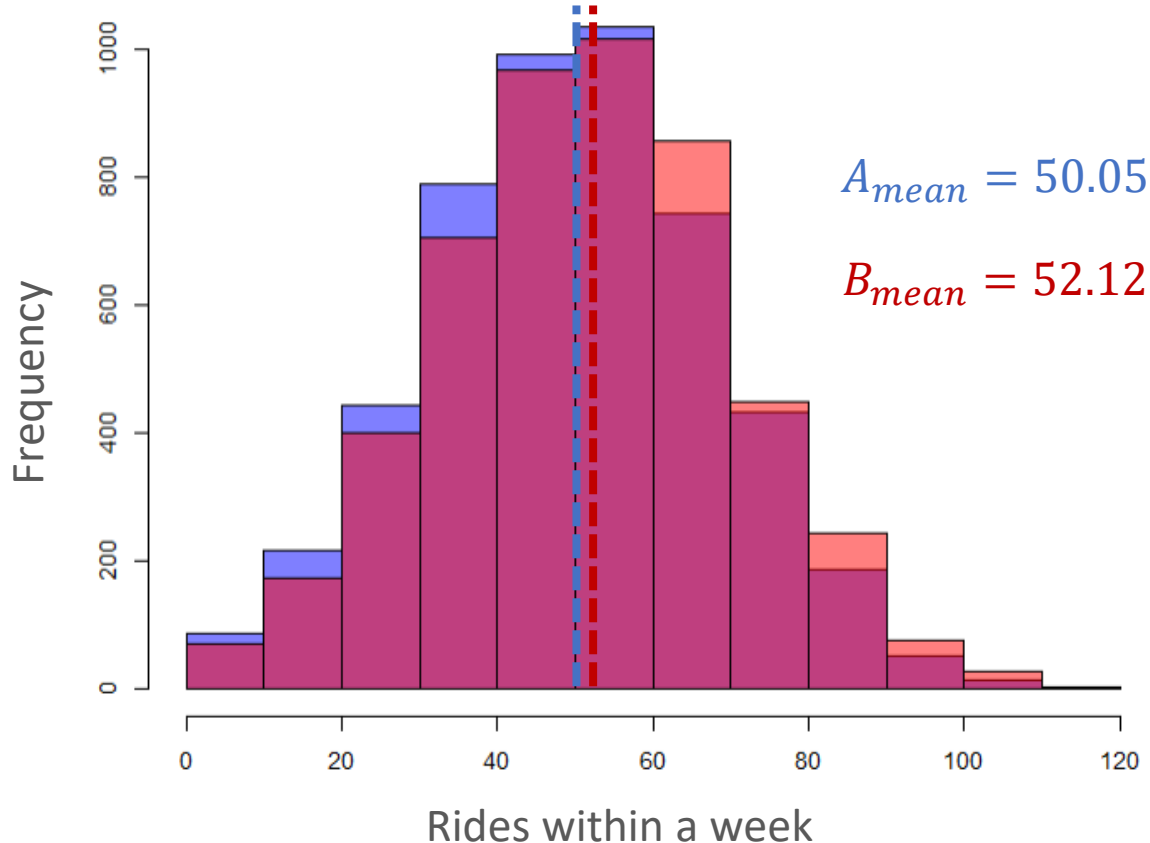
Email Campaign

- **Group A: Did not receive email**

- **Group B: Received the email**

$A_{mean} = 50.05$

$B_{mean} = 52.12$

CONSIDERATIONS

- By the Jarque-Bera test statistic it is possible to infer that both A and B samples are normally distributed

- The variance and standard deviation are the same for both samples

- With the considerations above and since we want to evaluate whether a sample mean is higher than another, it was used a one-sided t-test

RESULT

- By using the t-test statistic, it is possible to say that the hypothesis that the mean rider per week for group B is higher than the mean for group A is statistically significant with 95% confidence

- **The campaign was effective!**