

# Clone of User-level analysis for eCommerce Business

## 1. Display events table

distinct parameter\_name

parameter_name
item_id
viewed_user_id
test_assignment
referrer
test_id

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## 2. Identify suitable event\_name for AB Test

Events Table

event_id	event_time	user_id	event_name	platform	parameter_name	parameter_value
b9de71c5c3cc4cd...	2017-06-26 11:23:39	178481	view_item	android	item_id	3526
23267713c9ea4441...	2017-06-27 10:46:39	178481	view_item	android	item_id	1514
1b7822fa7b854e01...	2017-06-27 11:15:39	178481	view_item	android	item_id	3712
2a7a188a626841ac...	2016-10-05 20:43:10	154133	view_item	android	item_id	3586
631d657264cc4616...	2016-10-04 03:29:10	154133	view_item	android	item_id	1061
05e4df2fa9044bf9a...	2016-07-21 01:17:43	119514	view_item	web	item_id	550
22d3cdd566534fbd...	2016-11-24 12:10:06	164581	view_item	web	item_id	982
cb0c825fe3804f42...	2016-11-23 21:13:06	164581	view_item	web	item_id	858
181f7f97ab10440fb...	2016-11-25 20:06:06	164581	view_item	web	item_id	3363
bbbd68b2dbd04ec...	2018-02-06 06:19:55	232806	view_item	web	item_id	2344
ad4333481e374653...	2018-02-05 10:32:55	232806	view_item	web	item_id	1596

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## 3. Identify suitable parameter\_name for AB Test

distinct event\_name

event_name
test_assignment
view_user_profile
view_item

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## 4. Extract relevant columns

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Test events Table

user_id	event_id	event_time	platform	test_id	test_assignment
1588	be71b4a52a19466084...	2013-05-29 15:22:54	server	4	0
1650	d8fe4faf4bab4275bf9...	2013-05-27 15:22:54	server	4	0
1747	bd81043212ee4f15bd...	2013-05-28 15:22:54	server	4	0
1764	94d35b4edc7d42d38...	2013-05-30 15:22:54	server	4	0
1829	aa2c79b953c646e79b...	2013-06-02 15:22:54	server	4	0
1842	d62278833872400fb6...	2013-05-31 15:22:54	server	4	1
1903	3e4bf7b46f4543b789...	2013-06-03 15:22:54	server	4	0
1934	5e9085e29eba49f1a46...	2013-05-25 15:22:54	server	4	0
1951	21a15d2f1a014e3692e...	2013-05-26 15:22:54	server	4	0
1996	938cc6a90d63404295...	2013-05-25 15:22:54	server	4	1
2107	2a2bb6a57174451aa8...	2013-06-04 15:22:54	server	4	1

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5. Identify number of running tests

test_id
4
5
6
7

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6. extract time-series data for events

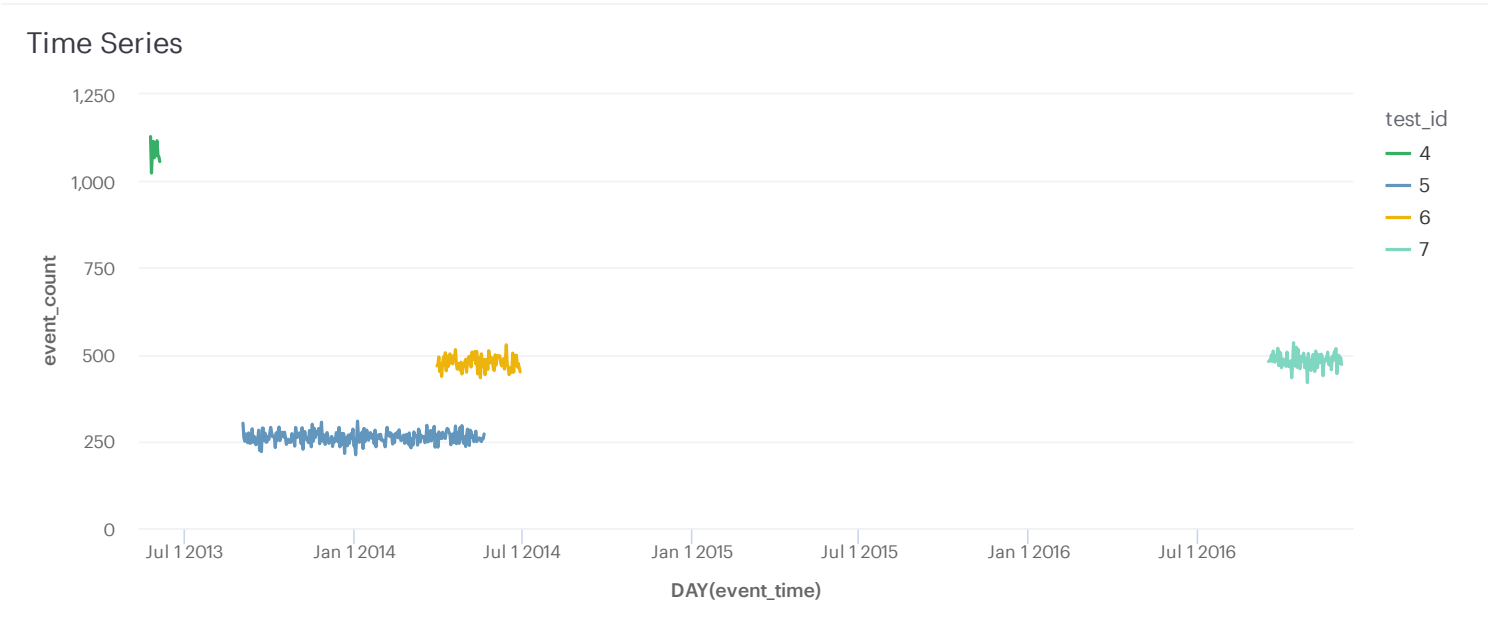
test_id	event_time	event_count
4	2013-05-25 00:00:00	1128
4	2013-05-26 00:00:00	1023
4	2013-05-27 00:00:00	1088
4	2013-05-28 00:00:00	1114
4	2013-05-29 00:00:00	1067
4	2013-05-30 00:00:00	1072
4	2013-05-31 00:00:00	1083
4	2013-06-01 00:00:00	1116
4	2013-06-02 00:00:00	1073
4	2013-06-03 00:00:00	1070
4	2013-06-04 00:00:00	1056

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# Clone of User-level analysis for eCommerce Business

Test assignments by test ID



7. Verify unique test\_id for every user\_id

Number of Assignments per user\_id and test\_id

	user_id	test_id	assignment_count
	1650	4	1
	1747	4	1
	1764	4	1
	1829	4	1
	1842	4	1
	1903	4	1
	1934	4	1
	1951	4	1
	1996	4	1
	2107	4	1
	2114	4	1

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8. Display Orders Table

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Orders Table

invoice_id	line_item_id	user_id	item_id	item_name	item_category	
192320	83118	178481	3526	digital apparatus	apparatus	
192320	207309	178481	1514	miniature apparatus...	apparatus	
192320	392027	178481	3712	miniature apparatus...	apparatus	
80902	243831	154133	3586	reflective instrument	instrument	
80902	399806	154133	1061	extra-strength instr...	instrument	
211144	19924	119514	550	miniature apparatus...	apparatus	
123735	154006	164581	982	miniature module c...	module	
123735	66700	164581	858	industrial-strength ...	module	
123735	321246	164581	3363	rechargeable modul...	module	
249245	292068	232806	2344	prize-winning tool	tool	
249245	102116	232806	1596	reflective mechanis...	mechanism	

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## 9. Display relevant metrics

Metrics Table

user_id	test_id	test_assignment	orders_after_assign...	order_count_after_a...	item_count_after_as...	total_revenue_
1588	4	0	0	0	0	
1650	4	0	0	0	0	
1747	4	0	0	0	0	
1764	4	0	0	0	0	
1829	4	0	0	0	0	
1842	4	1	0	0	0	
1903	4	0	0	0	0	
1934	4	0	0	0	0	
1951	4	0	0	0	0	
1996	4	1	0	0	0	
2107	4	1	0	0	0	

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## 10. Orders after assignment metrics

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## Orders after assignment

test_id	test_assignment	user_count	order_binary
4	0	7210	1060
4	1	4680	670
5	0	34420	4977
5	1	34143	5075
6	0	21687	3164
6	1	21703	3190
7	0	19376	2521
7	1	19271	2633

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## 11. Views after assignment metrics

### Views after assignment

test_id	test_assignment	user_count	view_count	views_within_30d_count
4	0	7210	4225	1
4	1	4680	2709	2
5	0	34420	19666	186
5	1	34143	19781	177
6	0	21687	12511	74
6	1	21703	12546	74
7	0	19376	10290	245
7	1	19271	10271	237

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