UDACITY

Return to Classroom

Analyze A/B Test Results

REVIEW

HISTORY

Meets Specifications

Dear student,

Congrats on passing this big project from the very first attempt! 🎉 This is something we don't see often, so you should be really proud of yourself😁 I enjoyed reviewing your thorough, well-thought submission - in particular, it's great that you provided **substantial** and **motivated** textual comments and conclusions (not just simple one-word answers) when necessary. It really helps to communicate the insights to end-users who probably don't have much time and desire to dive into coding details (*also, they might not have enough analytical proficiency for that - e.g. company executives*).

All the best luck with your further journey, stay Udacious and have a great day! 🌞

Code Quality

All code cells can be run without error.

✅ Your code executes perfectly fine and is free from errors, great job!

Docstrings, comments, and variable names enable readability of the code.

✅ Nice **coding practices**!

- There are enough comments for relevant answers;
- All calculations are explained accurately;

- All the variable names are reasonably chosen.

Statistical Analyses

All results from different analyses are correctly interpreted.

- In "Part II - A/B Test", student should correctly interpret the test statistic and p-value.
- In "Part III - A regression approach", student should correctly analyze the interaction effects on all of p-value and statistical significance to predict conversions.

You did great using the statistical methods you've learned about in this part of the Nanodegree for **analyzing, drawing meaningful interpretation** and **reporting** of the research findings.

✅ Extra kudos for bringing up the potential issue with **multicollinearity** (*increasing the variance of the estimate of other correlation coefficient*) in *III f)* - indeed, with predictor variables we use in this model, it's possible to explain some of the variances of dependent variables (new parameters added), but still, we cannot independently predict their value, which reduces their statistical significance greatly.

🖍️ Here's a thought-provoking piece of additional reading on that matter.

All statistical numeric values are calculated correctly.
Tip: Students can optionally attempt the classroom quizzes to ensure they are calculating the right value in many cases.

✅ All the **numerical** findings of your analysis are completely accurate (*within the acceptable range*)!

Conclusions should include both - statistical reasoning and practical reasoning for the situation.

✅ Both **statistical** and **practical** reasonings were provided. Practical reasoning makes total sense, and your statistical reasoning is correct based on the results.

Tip:

🖍️ Remember that statistical information is always uncertain - even if it is not reported in that way.

🖍️ Among other limitations of this research, we can mention the test duration. Here are some insights into calculating the perfect duration of an A/B test based on its nature and purpose.

DOWNLOAD PROJECT

RETURN TO PATH

Rate this review

START