Sethuraman_my_assignment

1. Data Quality Check

	item_id	test_a	test_b	test_c	test_d	test_e	test_f
	item_id	test_a	test_b	test_c	test_d	test_e	test_f
1	2512	1	0	1	1	0	1
2	482	0	1	1	1	0	0
3	2446	0	1	1	0	1	0

No. The created_at_date column is needed.

2. Reformat the Data

	item_id	test_assignment	test_number	test_start_date
	item_id	test_assignment	test_number	test_start_date
1	3462	1	test_c	2013-01-05 00:00:00
2	3514	1	test_d	2013-01-05 00:00:00
3	3540	1	test_e	2013-01-05 00:00:00

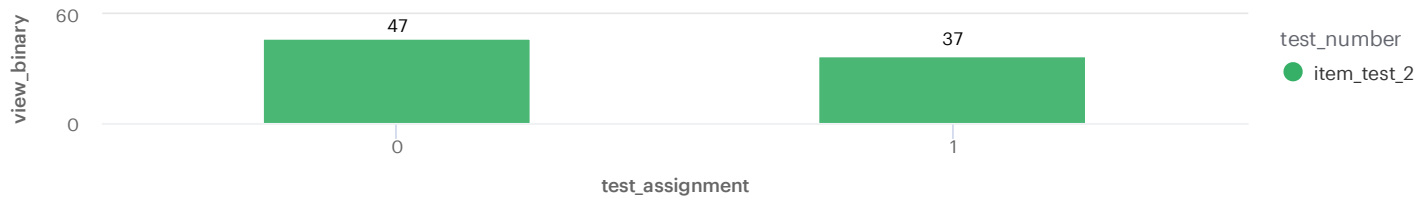
3. Compute Order Binary

	test_assignment	number_of_items	items_ordered_30d
	test_assignment	number_of_items	items_ordered_30d
1	0	1130	386
2	1	1068	363

4. Compute View Item Metrics

	item_id	test_assignment	test_number	view_binary
	item_id	test_assignment	test_number	view_binary
1	0	0	item_test_2	1
2	1	1	item_test_2	1
3	2	1	item_test_2	1

View Item Metrics



5. Compute lift and p-value

	test_assignment	test_number	number_of_items	view_binary_30d

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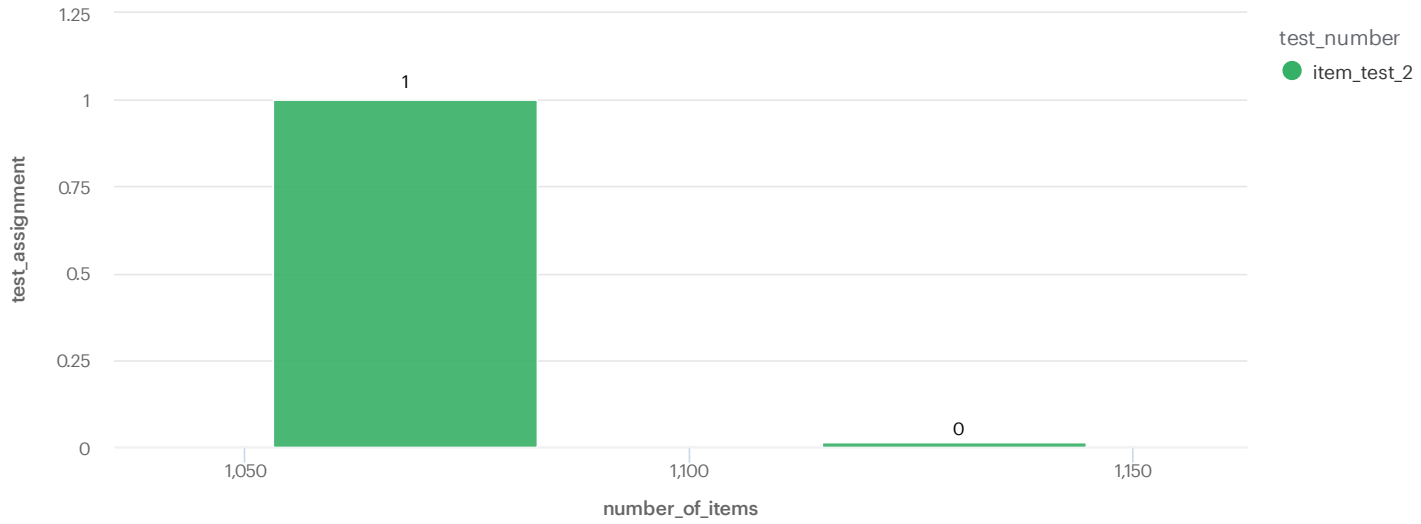
	test_assignment	test_number	number_of_items	view_binary_30d
1	0	item_test_2	1130	925
2	1	item_test_2	1068	894

Lift and P-value



ORDER BINARY

There is only 0.5% improvement (observed relative lift in success rate between control and treatment) and p-value is 0.94, meaning that there is a no significant difference in the number of orders within 30days of the assigned treatment date between the two treatments.

VIEW BINARY

The lift value is 2% and the p_value is 0.1. There is not a significant difference in the number of views within 30days of the assigned treatment date between the two treatments.