

# Final Assignment AB Testing

## 1. Data Quality Check

	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
4	1312	0	0	0	0	0	1
5	3550	1	1	0	1	0	0

This table only shows the first 1,000 rows.

## 2. Reformat the Data

	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
4	7	0	test_a	2013-01-05 00:00:00
5	3514	0	test_a	2013-01-05 00:00:00

This table only shows the first 1,000 rows.

## 3. Compute Order Binary

	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
1	0	0	item_test_2	1
2	1	1	item_test_2	1
3	2	1	item_test_2	1
4	3	0	item_test_2	1
5	4	1	item_test_2	1

## 5. Compute lift and p-value

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