

Chapter 03

[Retention] A/B Test로 고객 retention 높이기

분석결과해석

: 정말 차이가 있는걸까?

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직장인을 위한 파이썬 데이터 분석

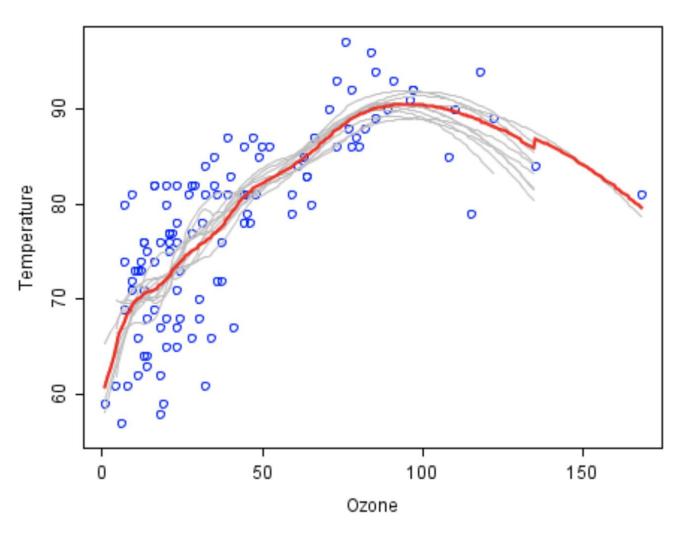
강사. 최윤진

Chapter. 03

분석 결과 해석

: 정말 차이가 있는걸까?

I Bootstrap



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https://en.wikipedia.org/wiki/Bootstrap_aggrega ting



IT-test

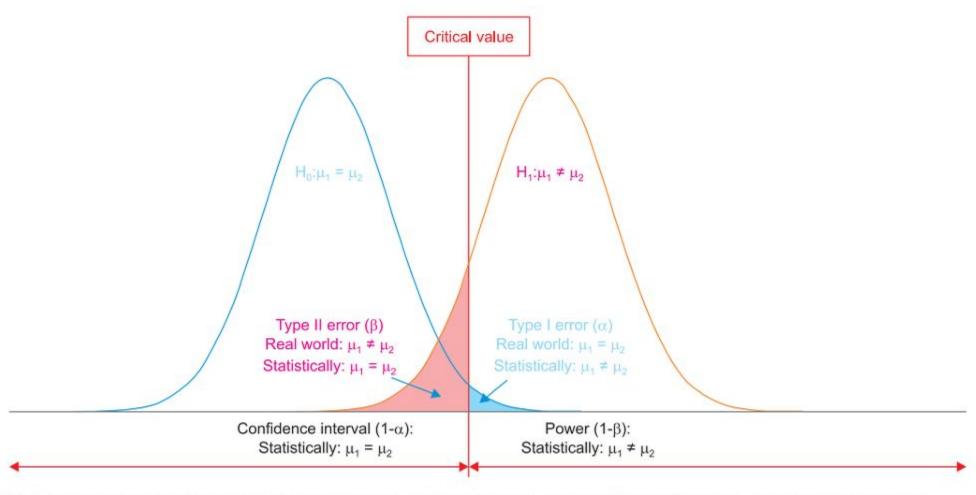


Fig. 1. Concept of hypothesis testing in independent t-test. H_0 : null hypothesis, H_1 : alternative hypothesis, μ_1 and μ_2 : mean values of two groups.

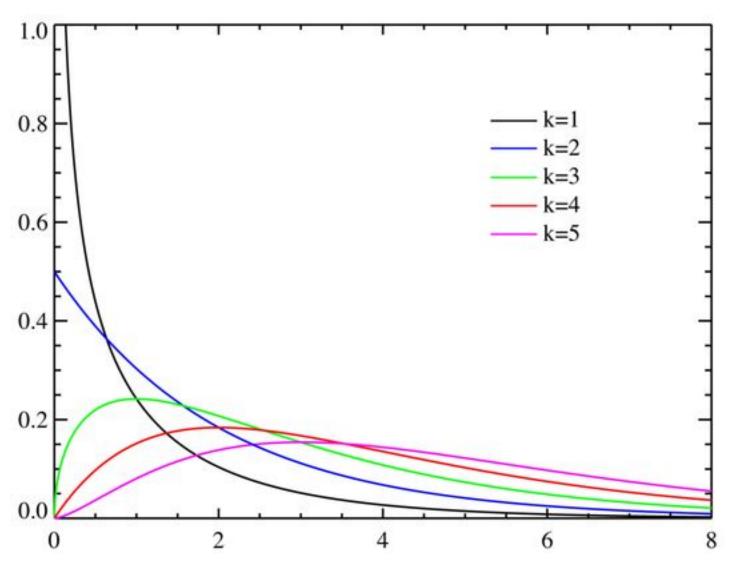
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치유지 간사

https://images.app.goo.gl/c3qzViUq3LwaLD Er6



I Chai Square



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https://ko.wikipedia.org/wiki/%EC%B9%B4%EC%9D%B4%EC%A0%9C%EA%B3%B1 %EB%B6%84%ED%8F%AC

