

## Chapter. 04

[ Retention ] A/B Test로 고객 retention 높이기

# 분석결과 적용 방안 : 어떻게 설계해야 할까?

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직장인을 위한 파이썬 데이터 분석

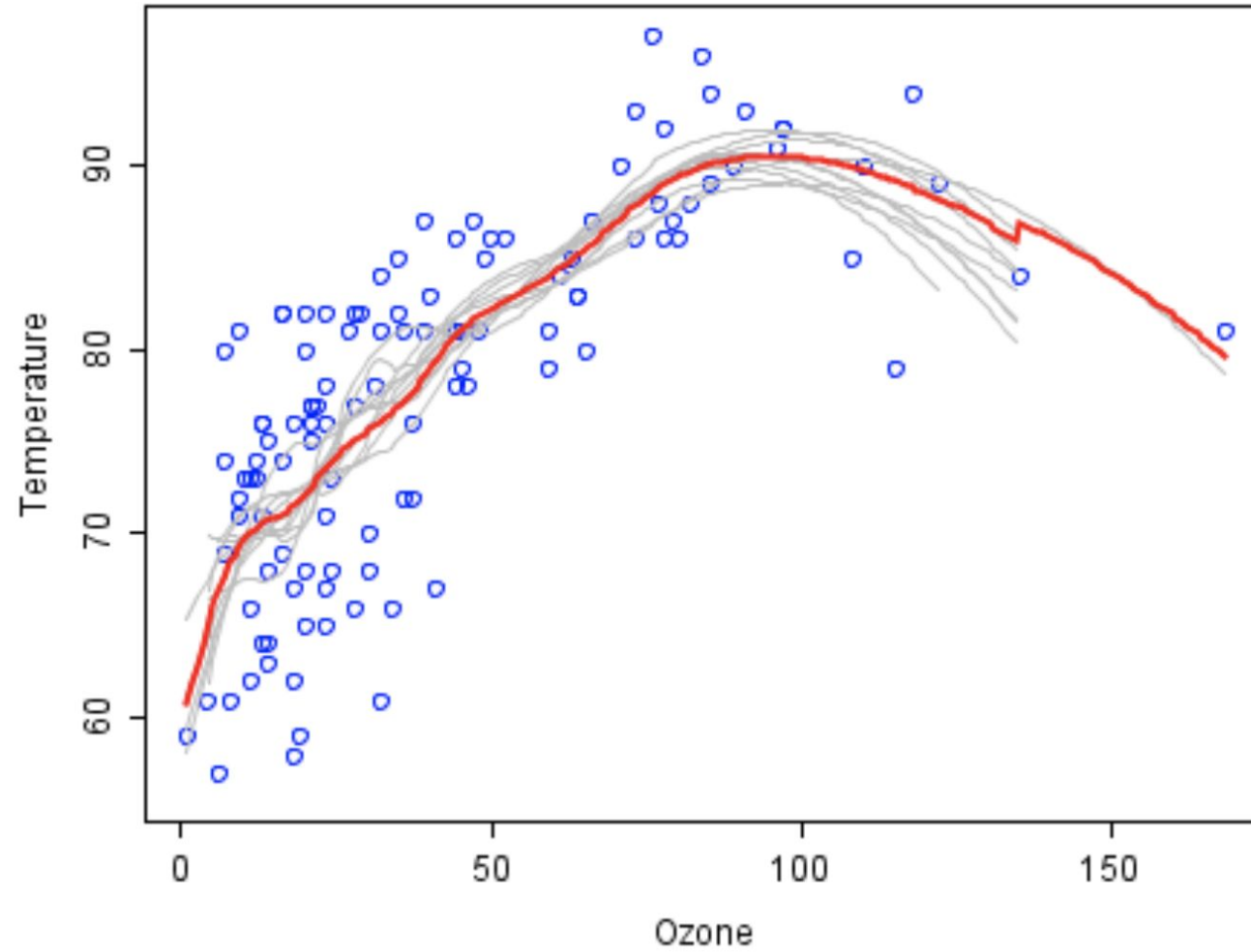
강사. 최윤진

## Chapter. 03

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# 분석 결과 적용방안 : 어떻게 적용해야 할까?

# I Bootstrap



# I T-test

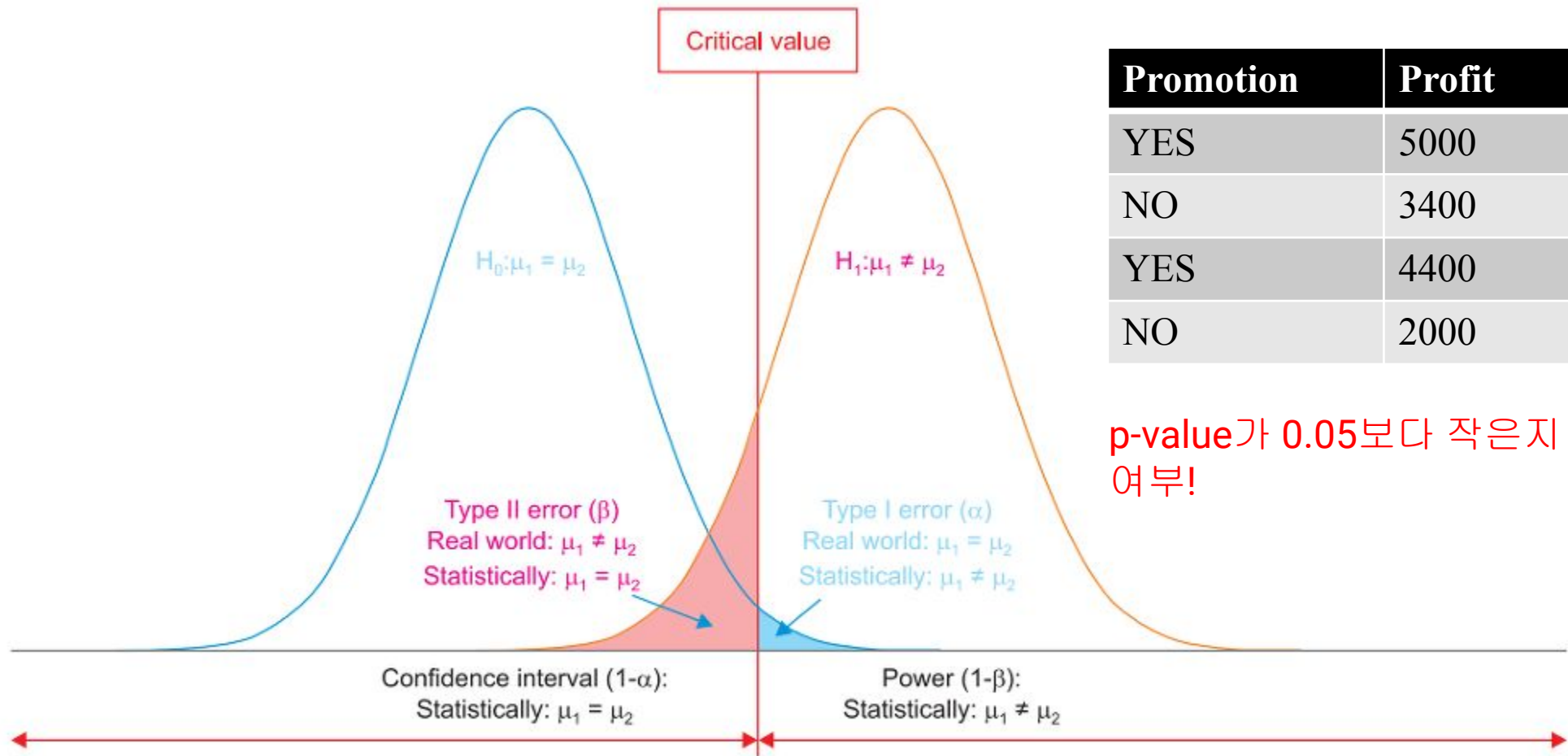


Fig. 1. Concept of hypothesis testing in independent t-test.  $H_0$ : null hypothesis,  $H_1$ : alternative hypothesis,  $\mu_1$  and  $\mu_2$ : mean values of two groups.

# I Chai Square

