

Chapter 04

[Retention] A/B Test로 고객 retention 높이기

분석결과 적용 방안 이 얼게 설계하다 하기?

FAST CAMPUS ONLINE

직장인을 위한 파이썬 데이터 분석

강사. 최윤진

Chapter. 03

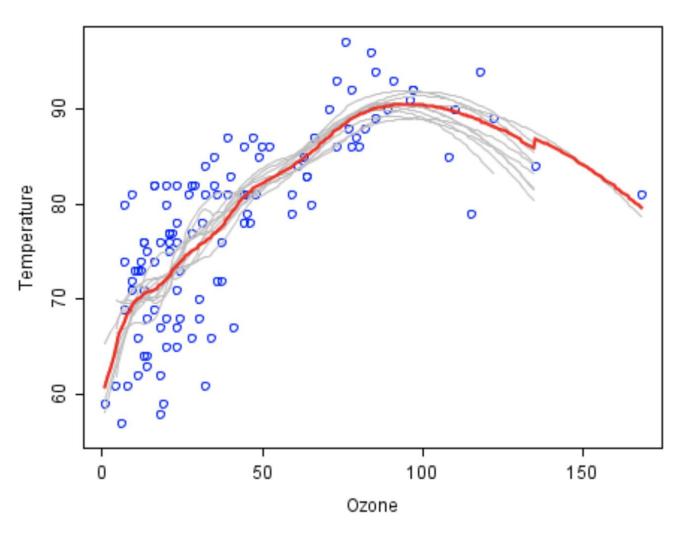
분석 결과 적용방안

: 어떻게 적용해야 할까?

FAST CAMPUS ONLINE



I Bootstrap



FAST CAMPUS ONLINE

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



IT-test

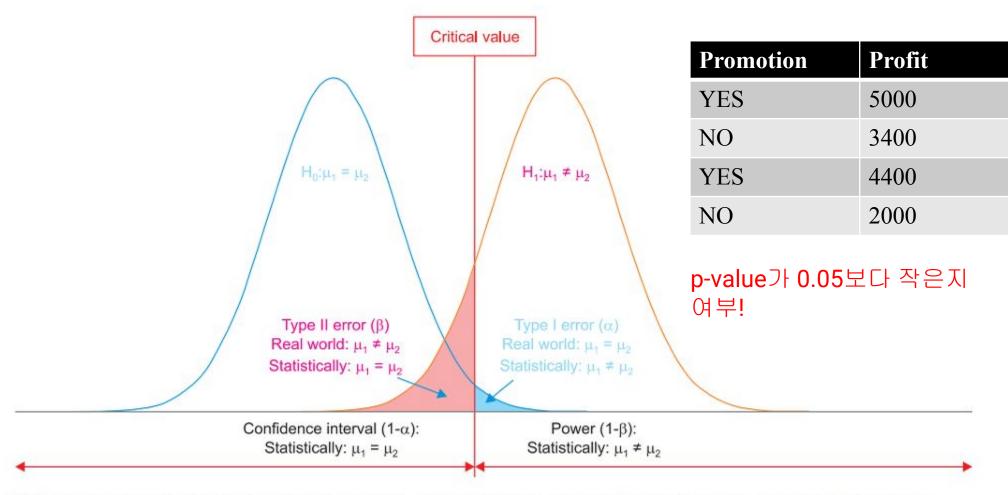
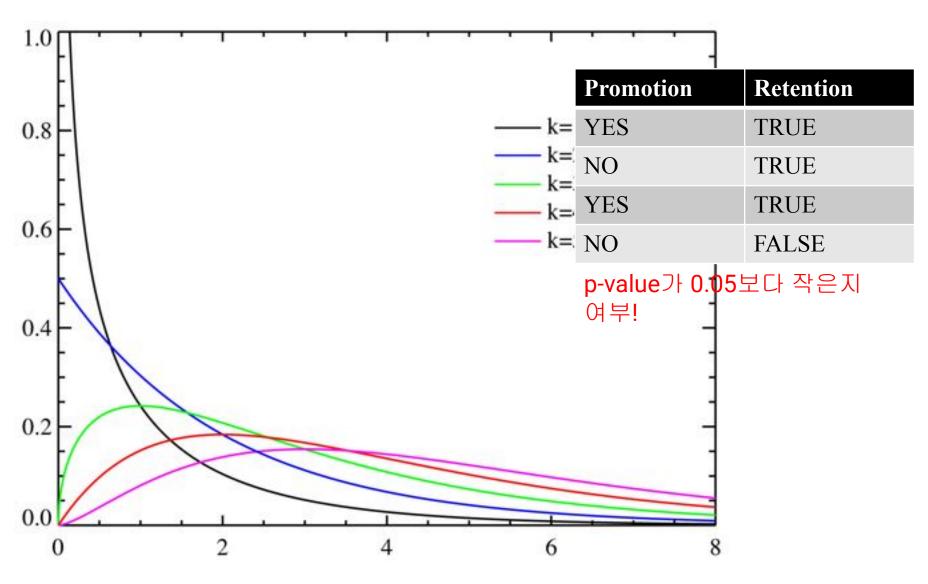


Fig. 1. Concept of hypothesis testing in independent t-test. H_0 : null hypothesis, H_1 : alternative hypothesis, μ_1 and μ_2 : mean values of two groups.

FAST CAMPUS ONLINE

Fast campus

I Chai Square



FAST CAMPUS ONLINE

https://ko.wikipedia.org/wiki/%EC%B9%B4%EC%9D%B4%EC%A0%9C%EA%B3%B1_%EB%B6%84%ED%8F%AC

