

Chapter. 03

[Retention] A/B Test로 고객 retention 높이기

분석결과 해석 : 정말 차이가 있는 걸까?

FAST CAMPUS
ONLINE

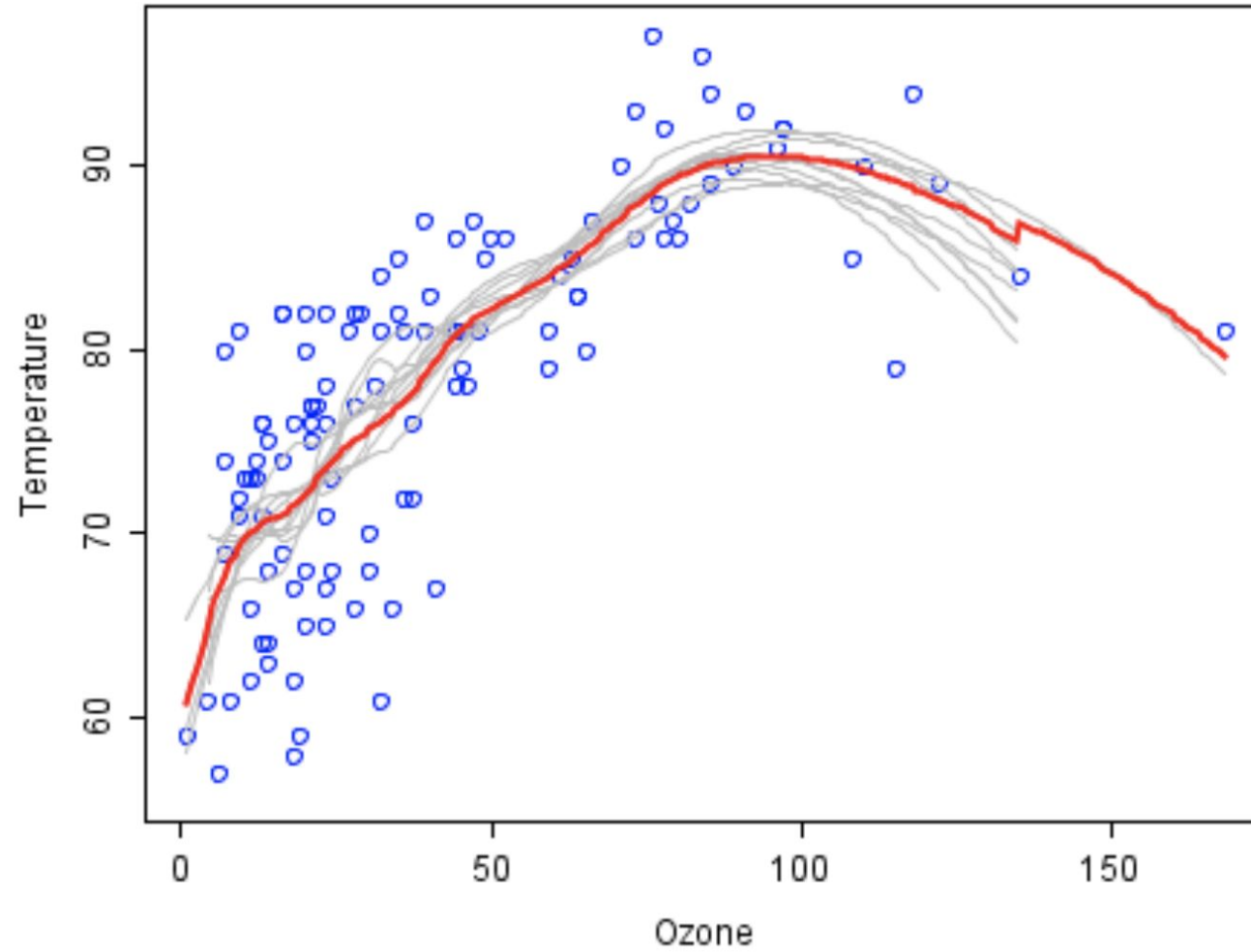
직장인을 위한 파이썬 데이터 분석

강사. 최윤진

Chapter. 03

분석 결과 해석 : 정말 차이가 있는걸까?

I Bootstrap



I T-test

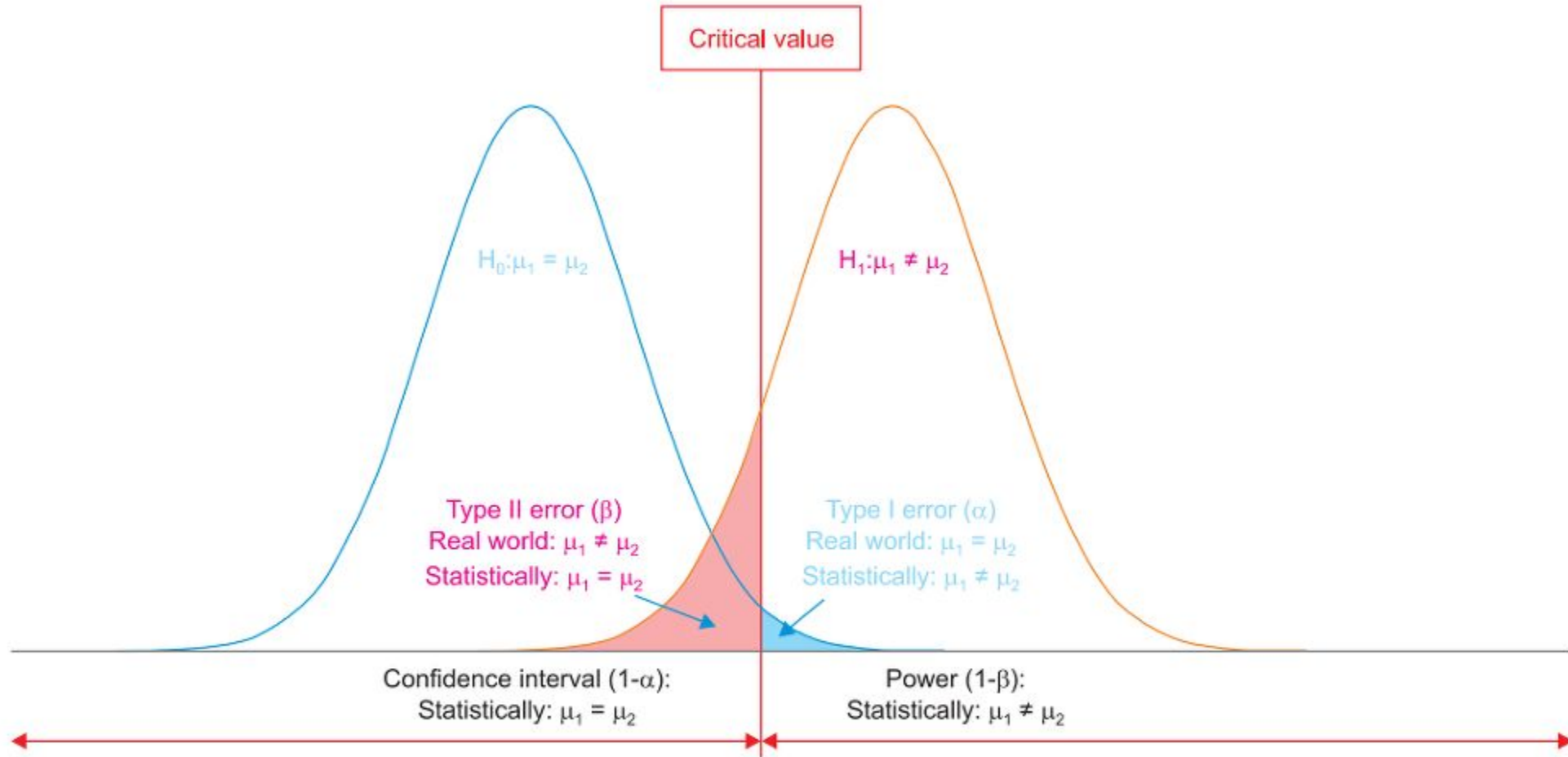


Fig. 1. Concept of hypothesis testing in independent t-test. H_0 : null hypothesis, H_1 : alternative hypothesis, μ_1 and μ_2 : mean values of two groups.

I Chai Square

