

PROJECT

Predict Impact of New Menu

A part of the Business Analyst Nanodegree Program

PROJECT REVIEW

NOTES

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Requires Changes

1 SPECIFICATION REQUIRES CHANGES

Remark

Dear Excellent Student,
Thank you for your submission. I took a real pleasure reviewing your work because it was great. The analysis was well performed too. AB testing is not an easy course to grasp, however, the task was really understood. You just have a few corrections and I have provided feedback below to work you out through this process. Good job for a first submission. You should be proud of yourself. We are waiting for your resubmission with the changes. Keep up the good work.

Plan Your Analysis

The section is written clearly and is concise. The section is written in less than 500 words.

Awesome. This section is written clearly and in full sentences with no abbreviations. There is a lot of good content. In addition to this, the submission is within the word limits.

All following questions have been answered correctly:

- 1. What is the performance metric you'll use to evaluate the results of your test?
- 2. What is the test period?
- 3. At what level (day, week, month, etc.) should the data be aggregated?

QUESTION 1:

Good job here, the performance metric to be used is indeed gross_margin.

QUESTION 2:

Good. The test period is 12 weeks as stated and starts from 4/29/16 to 7/21/16. You are very detailed in your answers and this is good.

QUESTION 3:

Great. The data is to be aggregated on a weekly basis and analyze the results accordingly.

Matching Treatment and Control Units

- The appropriate control variables are selected to match treatment and control variables.
- The decision to include and exclude certain variables is well justified.

Excellent. The variable listed is correct and the decision of including and excluding certain variables are well justified. Other than trend and seasonality, average monthly sales seem like good candidates for control variables. They are numeric variables and it seems logical that we should be comparing stores of equal size and store volume and also they correlate with gross_margin

Suggestions

- We could include Sq_Ft to the list since it is numeric too but this does not correlate with gross_margin so we keep it out.

Therefore, the only control variables we should select to match treatment and control is **Average monthly sales** because it is correlated with gross_margin.

A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units.

Good job. The table provided is clear and meets our requirements. It consists of two control stores for each treatment store.

Analysis and Writeup

The section is written clearly, is concise, and includes at least one data visualization. The section is written in less than 250 words.

Good job here, the word limit was respected. The answers are written clearly in the writeup.

Required

However, this section is not complete because there is no visualization. At least one visualization needs to be included be it a scatter plot, line plot, bar chart or any other data visualization.

- The lift and statistical significance calculations are correct.
- The recommendation is correct and based on the results of the analysis.

Awesome. The values of the both lifts were calculated correctly. Well done with the analysis. The ideal lift of the west region is 37.9% and that of the central region is 43.5%. Values provided may vary slightly from this but the answer is within 5% points of each lift number as the case of this submission. The recommendations are good too. From the analysis done, it is proven that the overall lift is above 18% and with 100% significance which is a big win for the company.

 RESUBMIT

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