Item-level Re-order and Re-view Analysis

1. Does this table have everything you need to compute metrics like 30-day view-binary?

No, it is not enough. We still need start_date from input or event_time from events table.

```
{% assign test_start_date = '2018-01-01' % }
--creste table beforehand
CREATE TABLE IF NOT EXISTS final_assignments_qa
(
    item_id                 FLOAT(5)    NOT NULL,
    test_assignment         FLOAT(1)    NOT NULL,
    test_number             VARCHAR(6)  NOT NULL,
    test_start_date         DATE        NOT NULL
)
INSERT into
    final_assignments_qa
```

2. Since I can't use the CREATE here in mode free account, I paste my CREATE sql code below:

2. Reformat the Data

	item_id	test_assignment	test_number
1	2512	1	test_a
2	482	0	test_a
3	2446	0	test_a
4	1312	0	test_a
5	2556	1	test_a

3. Compute Order Binary

	item_id	test_assignment
1	3193	1
2	0	0
3	3209	1
4	602	0
5	207	0

This table only shows the first 1,000 rows. View complete results in Report Details.

Order_binary bar chart

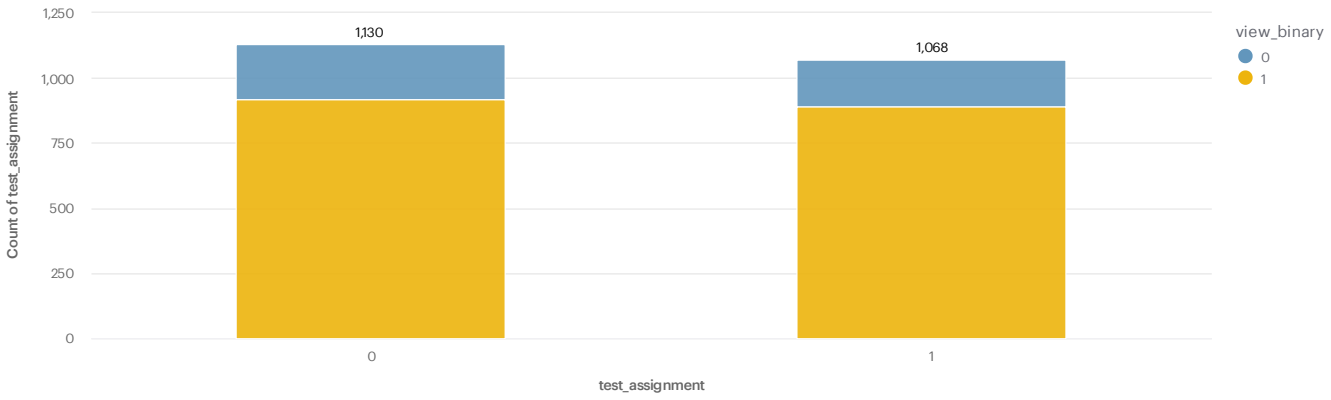
Final Assignment

4. Compute View Item Metrics

	item_id	test_assignment
1	2217	1
2	1192	0
3	1460	1
4	3302	1

This table only shows the first 1,000 rows. View complete results in Report Details.

View_binary bar chart



5. Compute lift and p-value

	test_number	test_aasignment	items
1	item_test_1	0	1112
2	item_test_1	1	1086
3	item_test_2	0	1130

Final Assignment

4	item_test_2	1	1068	
5	item_test_3	0	1075	
6	item_test_3	1	1123	

- In terms of item_test_1, the test_start_date is too early to have any data. We need to contact the engeneering team to get early data for events table.
- In terms of item_test_2,

1. The lift and p-value for orders are -1% and 0.88. P-value is too big. We should never launch this feature.
2. The lift and p-value for orders are 2.6% and 0.20. If we take 5% as our significance level, p = 0.20 > 5%. We should do more experiment or adjust our metric rather than launching this feature.

- In terms of item_test_3,

1. The lift and p-value for orders are -8.5% and 0.15. The improvement rate is negative and p = 0.15 is bigger than 5%. We should not launch this feature.
2. The lift and p-value for orders are -0.03% and 0.98. The p-value is too big to reject null hypothesis. Therefore, we can't launch this feature.