

15.780, Fall 2021

Stochastic Models in Business Analytics

Vungle Case Preparation Questions

Due date: November 22, 2021 **before class**

Instructions:

1. Write your name and MIT ID on the homework.
2. Review the *A/B Testing at Vungle* case study. You can access it under Study.net on Canvas.
3. Submit 1 file to Canvas, which is a PDF file with your answers.
4. **Late submissions will not be accepted for case preparation questions.**
5. **We are grading for understanding, not length. Your answers should not be more than 1 page long.**

Questions:

1. How does Vungle make money?
2. What challenges does Vungle face?
3. Based on the data in case exhibits 2 & 3, which algorithm (A or B) would you recommend and why?
How confident are you with your recommendation?