**Final Assignment Minal**

**Chart, waterfall chart

Description automatically generatedChart, waterfall chart

Description automatically generatedGraphical user interface, application, table

Description automatically generatedGraphical user interface, application

Description automatically generated**

1) No we do not have everything. We need assignment\_date, test\_id, test\_assignment, ordered\_at date and more columns

3) this is chart of order binary

4) this is chart for view binary

1. Data Quality Check

|  | | **item\_id** | | **test\_a** | | **test\_b** | | **test\_c** | | **test\_d** | | **test\_e** | | **test\_f** | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | | 2512 | | 1 | | 0 | | 1 | | 1 | | 0 | | 1 | |
| **2** | | 482 | | 0 | | 1 | | 1 | | 1 | | 0 | | 0 | |
| **3** | | 2446 | | 0 | | 1 | | 1 | | 0 | | 1 | | 0 | |
| **4** | | 1312 | | 0 | | 0 | | 0 | | 0 | | 0 | | 1 | |
| **5** | | 3556 | | 1 | | 1 | | 0 | | 1 | | 0 | | 0 | |
| **6** | | 131 | | 0 | | 0 | | 0 | | 0 | | 1 | | 1 | |
| **7** | | 1178 | | 1 | | 0 | | 1 | | 0 | | 1 | | 1 | |
| **8** | | 110 | | 0 | | 1 | | 1 | | 1 | | 1 | | 0 | |
|  | **item\_id** | | **test\_a** | | **test\_b** | | **test\_c** | | **test\_d** | | **test\_e** | | **test\_f** | |

This table only shows the first 1,000 rows. View complete results in [Report Details](https://modeanalytics.com/minal/reports/3dcf7ae4c76f/runs/75cf905cc434/queries/435bcc863c9e/data).

2. Reformat the Data

|  | | **item\_id** | | **test\_assignment** | | **no\_of\_test** | | **assignment\_date** | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | | 2512 | | 1 | | test\_a | | 2020-01-01 00:00:00 | |
| **2** | | 482 | | 0 | | test\_a | | 2020-01-01 00:00:00 | |
| **3** | | 2446 | | 0 | | test\_a | | 2020-01-01 00:00:00 | |
| **4** | | 1312 | | 0 | | test\_a | | 2020-01-01 00:00:00 | |
| **5** | | 3556 | | 1 | | test\_a | | 2020-01-01 00:00:00 | |
| **6** | | 131 | | 0 | | test\_a | | 2020-01-01 00:00:00 | |
| **7** | | 1178 | | 1 | | test\_a | | 2020-01-01 00:00:00 | |
| **8** | | 110 | | 0 | | test\_a | | 2020-01-01 00:00:00 | |
|  | **item\_id** | | **test\_assignment** | | **no\_of\_test** | | **assignment\_date** | |

This table only shows the first 1,000 rows. View complete results in [Report Details](https://modeanalytics.com/minal/reports/3dcf7ae4c76f/runs/0c564103c96d/queries/7cf0b5cbe095/data).

3. Compute Order Binary

|  | | **test\_assignment** | | **orders** | | **sum\_orders\_30d** | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | | 0 | | 1130 | | 341 | |
| **2** | | 1 | | 1068 | | 319 | |
|  | **test\_assignment** | | **orders** | | **sum\_orders\_30d** | |

4. Compute View Item Metrics

|  | | **test\_assignment** | | **views** | | **sum\_view\_30d** | | **avg\_view\_30d** | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | | 0 | | 1130 | | 925 | | 0.818584070796 | |
| **2** | | 1 | | 1068 | | 894 | | 0.837078651685 | |
|  | **test\_assignment** | | **views** | | **sum\_view\_30d** | | **avg\_view\_30d** | |

5. Compute lift and p-value

No rows returned

This is the AB test result for Q3 https://thumbtack.github.io/abba/demo/abba.html#Control=341%2C1130&Treatment=319%2C1068&abba%3AintervalConfidenceLevel=0.95&abba%3AuseMultipleTestCorrection=true

After testing the hypothesis that if more number of items will be ordered within 30 days redesign or not, we found p=0.88 which is >0.05 and hence p value is not significant and actual lift is -1% (likely between -14%-12%). We can safely say that there is no evidence that users will order more items within 30days of redesign.

This is the AB test result for Q4

https://thumbtack.github.io/abba/demo/abba.html#Control=925%2C1130&Treatment=894%2C1068&abba%3AintervalConfidenceLevel=0.95&abba%3AuseMultipleTestCorrection=true

After testing the hypothesis that if more number of items will be viewed within 30 days redesign or not, we found p=0.25 which is >0.05 and hence p value is not significant and actual lift is 2.3% (likely between -1.6%-6.1%). We can safely say that there is no evidence that users will view more items within 30days of redesign.