Final Assignment

DOES THIS TABLE HAVE EVERYTHING YOU NEED TO COMPUTE METRICS LIKE 30-DAY VIEW-BINARY?

No, it doesn't. This table doesn't contain enough information, in order to complete the task a column with the DATES is needed.

1. Data Quality Check

	item_id	test_a	test_b	test_c	test_d	test_e	test_f
	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

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

2. Reformat the Data

	item_id	test_assignment	test_number	test_start_date
	item_id	test_assignment	test_number	test_start_date
1	322	1	test_a	2020-01-01
2	955	1	test_a	2020-01-01
3	1360	0	test_a	2020-01-01
4	655	0	test_a	2020-01-01

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

3. Compute Order Binary

	test_assignment	items	ordered_items_30d
	test_assignment	items	ordered_items_30d
1	0	1130	341
2	1	1068	319

4. Compute View Item Metrics

	test_assignment	items	views	viewed_items	view_percent	avg_views_item
	test_assignment	items	views	viewed_items	view_percent	avg_views_item
1	0	1130	1916	918	81	1.69557522124
2	1	1068	1862	890	83	1.74344569288

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Average Viewed Items

% of Items Viewed
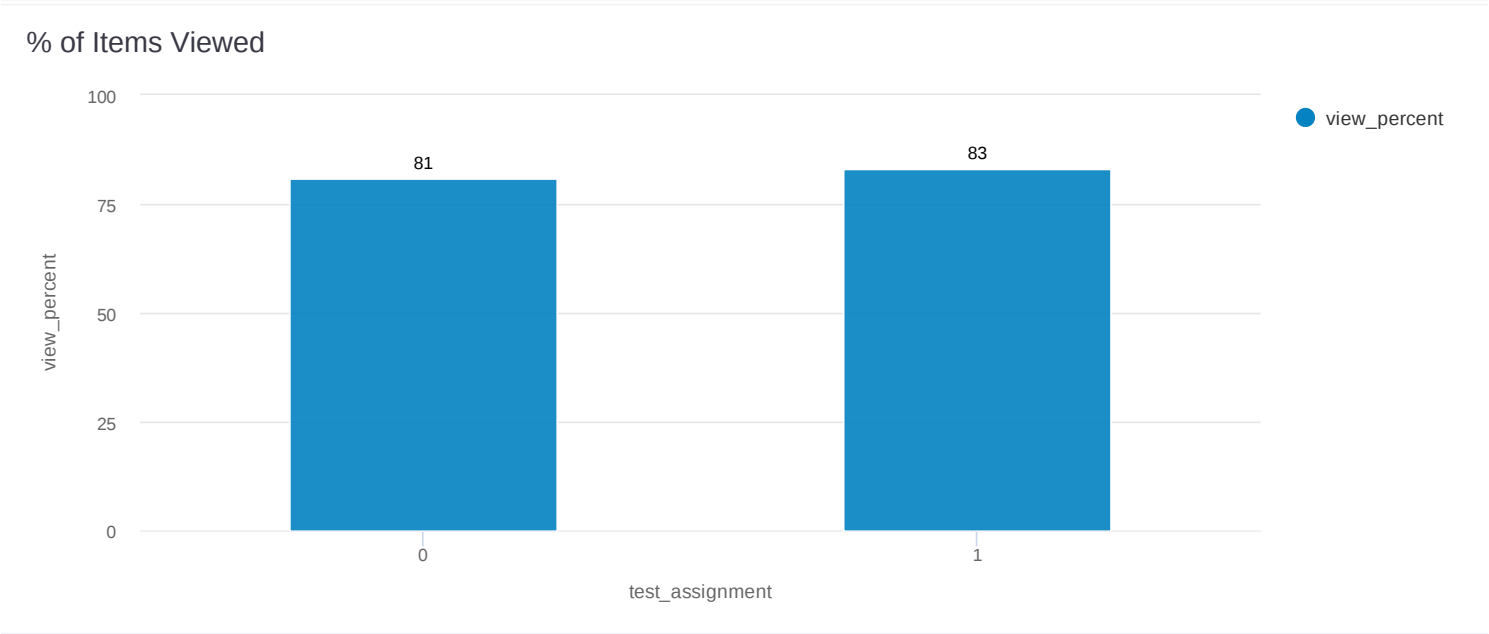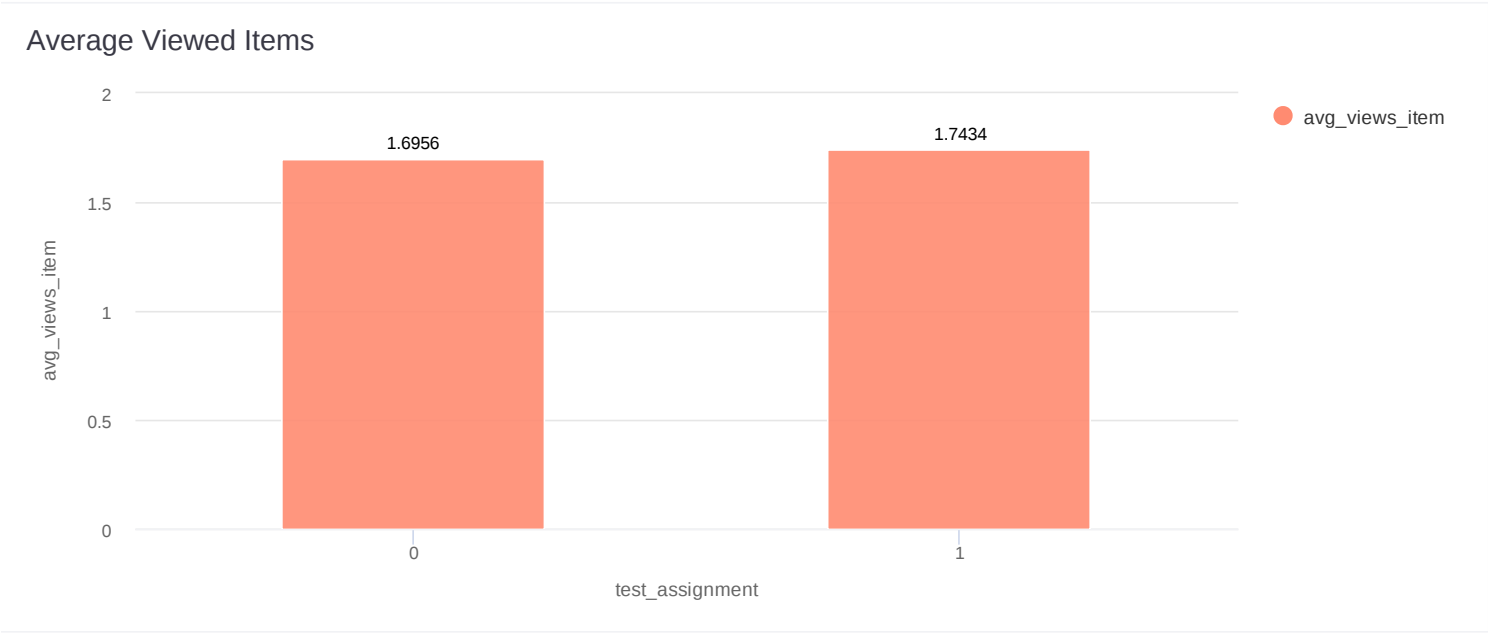
5. Compute lift and p-value

No rows returned

ARE THE RESULTS SIGNIFICANT?

Even though a 2.6% improvement on the view rates was registered, when compared the Treatment Group (1) with the Control Group (0), the 0.2 p-value says that the results found are not statiscaly significant. Consenquently, is not safe to attribute the improvement as a result of the treatment.