

P7 - Calculating Number of PageViews - Bonferroni							
Using Sizing calculator at:		<a href="http://www.evanmiller.org/ab-testing/sample-size.html">http://www.evanmiller.org/ab-testing/sample-size.html</a>					
Metric	N	Clicks	Rate	Dmin	Sample Size	Clicks Required	Control + Exp
Gross Conversion	40,000	3,200	20.63%	1.00%	33,014	412,675.00	825,350.00
Retention	40,000	660	53.00%	1.00%	50,013	3,031,090.91	6,062,181.82
Net Conversion	40,000	3,200	10.93%	0.75%	35,013	437,662.50	875,325.00
Grey area data provided in Baseline data set.							
Sample size calculated in external sizing calculator using an Alpha of 2% (5% / 2 for Bonferroni correciton)							
Clicks required calculated by <Calculator Sample Size> / (Clicks / N)							