Lab 9

**Questions (only one correct answer)**

**Q1. If we would like to know if recent users are more likely than older users to buy a certain product on an online shopping site on Black Friday, we would use:**

1. **A/B testing**
2. **Survival analysis**

**Programming**

**P1. Take a look at the Extended Revenue Analysis in the PowerPoint presentation. Change the proportions of the signups as following and comment on the output:**

1. **Three pricing plans: $66, 33$ and 1$.**
2. **Two pricing plans: $100 and 5$.**

**P2. ANOVA is a similar was of doing A/B testing, the difference being given by the number of test groups (more than two in ANOVA). Take a look at the example below and test it:**

[**https://pythonfordatascience.org/anova-python/**](https://pythonfordatascience.org/anova-python/)