AB testing can help with optimizing website or mobile app. However, it can be used also for other scenarios such as determining probability threshold for second time conversion rate. After building churn prediction what is the best probability threshold to encourage user to contact with the business. AB testing cannot tell you if you miss something. It compares old to new design / method / style.

In this project due to data availability I will concentrate on introducing new feature on the website. You will exposure new and existing user to 3 different versions old and the new methods and will measure response from the user. In the current version we have gate on level 30 and we want to test if this gate would be good to put on level 40, level 50 or keep in the old place.