

Z-score table: <http://www.utdallas.edu/dept/abp/zscoretable.pdf>

A/B testing illustrated tutorial: <https://vwo.com/ab-testing/#!>

A/B testing duration calculator: <https://vwo.com/ab-split-test-duration/>

Udacity A/B testing course: <https://www.udacity.com/course/ab-testing--ud257>

A/B testing ideas: <https://blog.optimizely.com/2013/04/30/71-things-to-ab-test/>