

A/B Test

“Apply for LINE Connnext, Free 2 Donuts”.

Findings

- 56 Participants prefer “A” than “B”
- However, Goodness of Fit test found that the proportion is not different from 50:50 where Chi-square = 0.51, P-value = 0.69 at significant level of 0.05
- Homogeneity test using Chi-square test on “gender”, “age”, and “like/dislike donut” found that the proportion of preference are not different in each features at significance level of 0.05

Parameter	Gender	Age	like/dislike donut
Chi-square	2.23	6.41	0.10
P-value	0.32	0.09	0.74



รูปไหนดึงดูดให้ท่านเข้าร่วมโปรโมชัน "สมัคร Connnext ฟรี Donut 2 ชิ้น" มากกว่ากัน

54 responses

