Project description

Context

You are an analyst at a big online store. Together with the marketing department, you've compiled a list of hypotheses that may help boost revenue.
You need to prioritize these hypotheses, launch an A/B test, and analyze the results.

Description of the data

Data used in the first part of the project

`/datasets/hypotheses_us.csv`

- `Hypotheses` — brief descriptions of the hypotheses
- `Reach` — user reach, on a scale of one to ten
- `Impact` — impact on users, on a scale of one to ten
- `Confidence` — confidence in the hypothesis, on a scale of one to ten
- `Effort` — the resources required to test a hypothesis, on a scale of one to ten. The higher the `Effort` value, the more resource-intensive the test.

Data used in the second part of the project

`/datasets/orders_us.csv`

- `transactionId` — order identifier
- `visitorId` — identifier of the user who placed the order
- `date` — of the order
- `revenue` — from the order
- `group` — the A/B test group that the user belongs to

`/datasets/visits_us.csv`

- `date` — date
- `group` — A/B test group
- `visits` — the number of visits on the date specified in the A/B test group specified

Make sure to preprocess the data. There might be mistakes in the original datasets; for example, some of the visitors might have gotten into both group A and group B.