**A/B Testing**

1. True or False

* 1. True
  2. True
  3. False
  4. False
  5. False
  6. True
  7. False
  8. False
  9. True
  10. False

2. Page views or unique visitors

* 1. Page views
  2. Unique visitors
  3. Unique visitors
  4. Unique visitors

3. Conversion rate

* 1. 
  2. 

9. From 80:20 ration, so . And 

Since the average conversion rate is 0.11, then the variance is 

From significance level = 0.15, so 

We get 

Use x to find 



That’s mean we need at least 4904.79 or 4905 people for gold package and 19620 people for red package.

10. 









We get that 

10.1 since 0.05 < 0.07, so we reject  and choose “Gold campaign.”

10.2 



With significance level = 0.07 and two-sided, 

Red campaign





Gold campaign



