A/B Testing for ENIAC

1. How many different versions should be tested?

- *There are two different approaches. Some data scientists prefer to use only 2 versions, because we have a margin of error in every test. And if we do more versions, it means that the error rate will be bigger.*

2)What kind of changes can we implement in each version of test ?

- *According to the second approach, more versions give more accurate in your results. For most websites even 'only one change is not good advice'. There some useful methods to use multiple hypotheses at the same time in one A/B test which is called multiple comparison principle can be applied to business, social science or education research*

▲ *Andrew Gelman, Jennifer Hill, Masanao Yajima : Why We (Usually) Don't Have to Worry About Multiple Comparisons*

How can we show one version to a selected group of users and another version to a different group?

- *Split your sample groups equally and randomly. For tests where you have more control over the audience — like with CTA — you need to test with two or more audiences that are equal in order to have conclusive results.*