**Question 1:**

You're testing advertising emails for a bathing suit company and you test one version of the email in February and the other in May.

Ans:

The one obvious reason is: People are more likely to shop for bathing suits closer to the summertime. If you test one version of the email in February and the other in May, that may create bias.

There may be some other factor creating bias.

**Question 2:**

You open a clinic to treat anxiety and find that the people who visit show a higher rate of anxiety than the general population.

Ans:

The people who visit anxiety clinics, may be, more likely to suffer from anxiety issues than the general population.

The visitors may be suffering from different category of Anxiety Disorder which is not common, or which is not with the population. Example- people suffering from Social Anxiety Disorder will have more issues when they are around people.

The duration of the illness can also be a factor as the Anxiety Disorder symptom get worse over time.

All these factors could create bias.

**Question 3:**

You launch a new ad billboard-based campaign and see an increase in website visits in the first week.

Ans:

One week seems like a short time to compare results. The increase in website visits can be because of some other reason.

May be the location where you have put billboard is different from where the web traffic is coming. So, this need to be compared against other locations.

There can be some other reason/variable like this.

Billboards are best at raising brand awareness and supporting your marketing campaign. Billboards may not be the only reason to drive traffic to a website in a very short span of time.

**Question 4:**

You launch a loyalty program but see no change in visits in the first week.

Ans:

A loyalty program is something that yields results generally over a long period of time.

One-week time is a too short period to analyze the effects of loyalty program.