# A/B TESTING DATA EXPLORATION

(1 submission per group)

**Due: April 7 Sunday (or when you are ready)**

**Deliverable: Codebook and descriptive statistics**

## **PART 1: Data Cleaning**

1. **Codebook:**

**A screenshot of a computer

Description automatically generated**

1. **Descriptive statistics of your survey**
2. **Table of descriptive statistics of all your variables**

**Descriptive Statistics**

**A screenshot of a table

Description automatically generated**

1. **Summarize respondents’ characteristics. Who are your survey respondents?**

* 62% of survey respondents are male.
* 58% Survey respondents prefer to drink tea during Morning & Evening.
* Survey respondents are familiar with HiTea. 40% of them have visited the HiTea store, and 83% of them are looking forward to revisit. Also, survey respondents are Fairly likely to recommend HiTea to others (Not at all = 11, Moderately = 16, Somewhat = 35, Fairly = 48, Absolutely = 36).
* Mostly Survey respondents drink tea because of its taste. 116
* 50% of survey respondents want to revisit HiTea because of its variety of tea that’s been offered.
* 56% Survey respondents spend under $10 whereas 38% survey respondents spend between $10 - $20.