A/B Testing: Case Study

A/B testing helps find a better approach to finding customers, marketing products, getting a higher reach, or anything that helps a business convert most of its target customers into actual customers.

Features in the dataset:

1. **Campaign Name**: The name of the campaign
2. **Date**: Date of the record
3. **Spend**: Amount spent on the campaign in dollars
4. **of Impressions**: Number of impressions the ad crossed through the campaign
5. **Reach**: The number of unique impressions received in the ad
6. **of Website Clicks**: Number of website clicks received through the ads
7. **of Searches**: Number of users who performed searches on the website
8. **of View Content**: Number of users who viewed content and products on the website
9. **of Add to Cart**: Number of users who added products to the cart
10. **of Purchase**: Number of purchases

The company performed two campaigns:

1. Control/Normal Campaign
2. Test Campaign

-RATHAN GUNTUKA 😃