## Index

A/A tests, 200	Campbell's law, 109
how to run, 205	capping, 197
uneven splits and, 204	carryover effects, 74
Above the fold time (AFT), 88	cart recommendations, 17
Acquisition, Activation, Retention, Referral,	causal model, 96
Revenue, 91	causal relationship, 96
Agile software development, 13	causality, 8, 137
analysis	Central Limit Theorem, 187
automated, 76	centralized experimentation platform,
cohort, 241	181
edge-level, 234	churn rate, 8
logs-based, 129	click logging, 178
post-period, 242	click tracking, 52
triggered, 159	client crashes metric, 99
analysis results	client-side instrumentation, 163
review meetings, 62	cohort analysis, 241
analysis unit, 168	confidence interval, 30, 37, 187, 193
annotating data, 178	confidence intervals, 43
atomicity, 70	constraints-based design, 76
automated analysis, 76	constructed propensity score, 143
	Control, 6–7
backend algorithmic changes, 19	cooking data, 77
backend delay model, 87	correlation, 9
Bayes rule, 186	counterfactual logging, 73
Bayesian evalutation, 114	cultural norms, 61
Bayesian structural time series analysis, 140	
Benjamini-Hochberg procedure, 191	data
Bernoulli randomization, 231	annotating, 178
bias, 191, 240	data analysis pipeline, 151
biases, 201	data collection, 121
binarization, 197	data computation, 178
blocking, 197	data enrichment, 178
Bonferroni correction, 191	data pipeline impact, 47
bootstrap, 169	data sharing, 65
bootstrap method, 195	data visualization, 77
bot filtering, 48	day-of-week effect, 33