

## Split Test Analysis

### Assumptions:

1. Since issuing of the quotes is one of the revenue sources, I would ask if re-issuing of the same quote (a repeat quote) is a paid service or free. If repeat quotes are free, then it would be good to know how many repeat quotes were issued per each bucket in order to subtract them from the Quotes column and obtain cleaner results.

For simplicity of our calculations, I'll assume all quotes are paid the same.

2. To gauge performance of the split test, I introduced one more column to the output dataset called **“Viewer Quotes Index” (VQI)**. It is a measure of quotes issued by an individual viewer per bucket during the tests. For our purposes VQI describes how many quotes are generated from the form views assuming:

A provider visits a quote-form and either sends a quote or leaves.

## **Split Test:**

Formula:

$$\text{Viewer Quotes Index} = \frac{\text{N of quotes}}{\text{Views} / 1 \text{ View per Visitor}}$$

Output:

```
Bucket,Quotes,Views,"Viewer Quotes Index"  
Baseline,32,595, 0.054  
Variation 1,30,599, 0.05  
Variation 2,18,622, 0.029  
Variation 3,51,606, 0.084  
Variation 4,38,578, 0.066
```

Winner is Variation 3

Viewer Quotes Index = 0.084



### Input file:

Bucket,Quotes,Views  
Baseline,32,595  
Variation 1,30,599  
Variation 2,18,622  
Variation 3,51,606  
Variation 4,38,578

### Generated output:

Output:  
Bucket,Quotes,Views,'Viewer Quotes Index'  
Baseline,32,595,0.054  
Variation 1,30,599,0.05  
Variation 2,18,622,0.029  
Variation 3,51,606,0.084  
Variation 4,38,578,0.066