

Clone of Final Assignment

View Binary

Lift value: 2%

p_value: is 0.2

Confidence: 95%

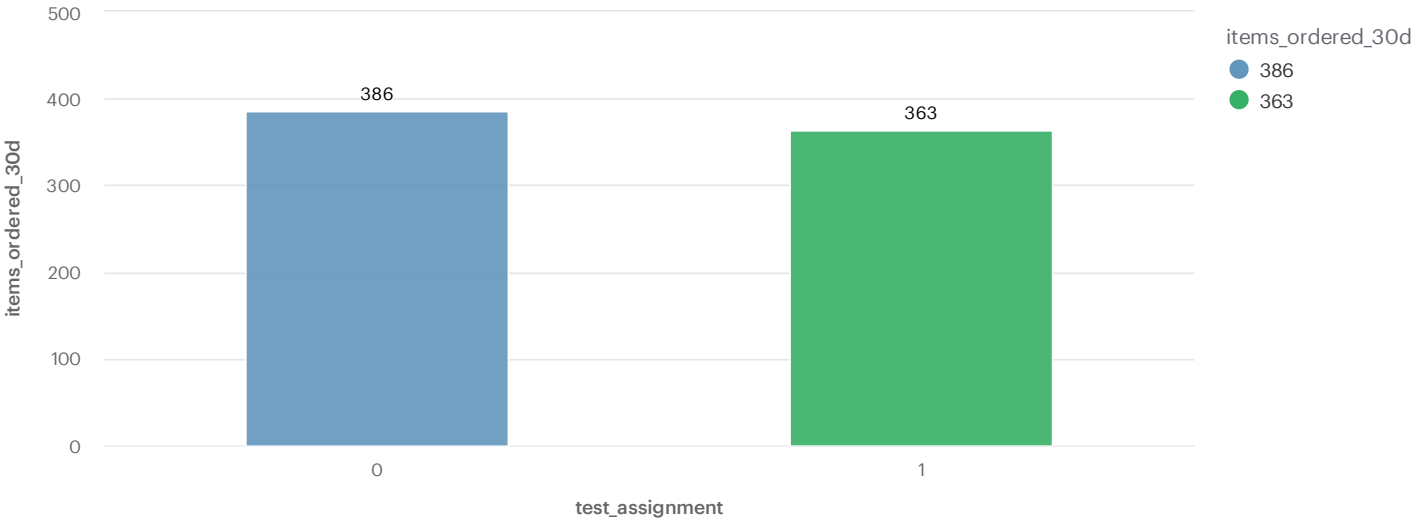
There is no significant difference in the number of views within 30 days after the assigned date between both treatments.

Order binary

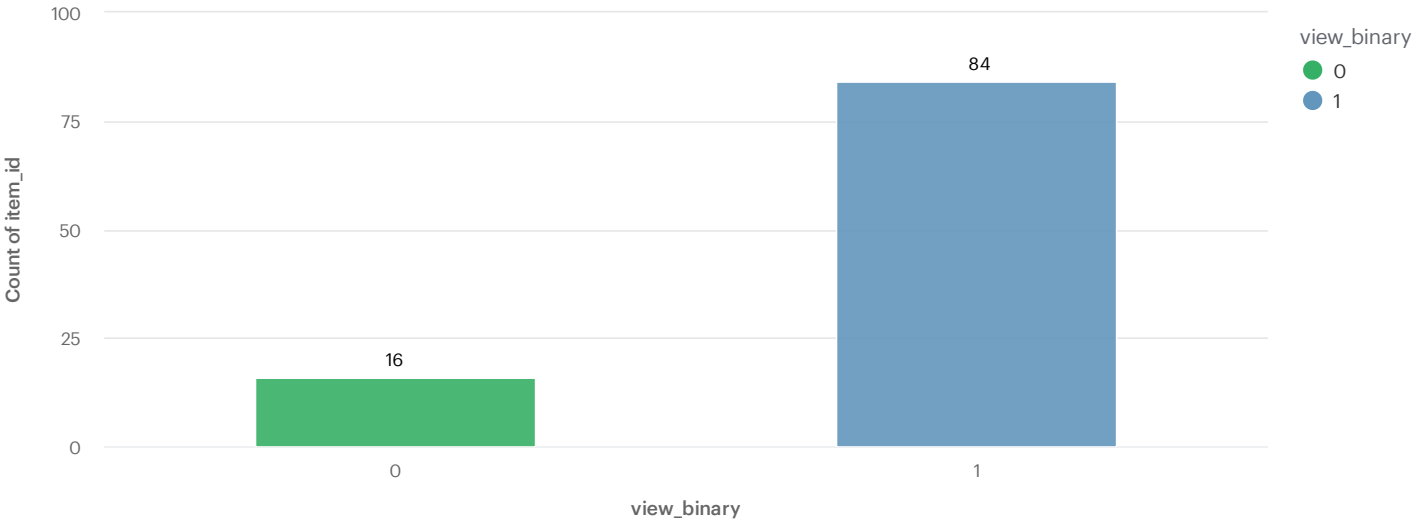
p_value: 0.86

There isn't a detectable change in this metric, signifying no significant difference in the number of orders after 30 days of the assigned date between both treatments.

Order Binary



View Binary



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1. Data Quality Check

	item_id	test_a	test_b	test_c	test_d	test_e	test_f
	item_id	test_a	test_b	test_c	test_d	test_e	test_f
1	2512	1	0	1	1	0	1
2	482	0	1	1	1	0	0
3	2446	0	1	1	0	1	0
4	1000	0	0	0	0	0	0

This table only shows the first 1,000 rows. View complete results in [Report Details](#).

2. Reformat the Data

	test_assignment	number_of_items	items_ordered_30d
	test_assignment	number_of_items	items_ordered_30d
1	0	1130	386
2	1	1068	363

3. Compute Order Binary

	test_assignment	number_of_items	items_ordered_30d
	test_assignment	number_of_items	items_ordered_30d
1	0	1130	386
2	1	1068	363

4. Compute View Item Metrics

	item_id	test_assignment	test_number	view_binary
	item_id	test_assignment	test_number	view_binary
1	0	0	item_test_2	1
2	1	1	item_test_2	1
3	2	1	item_test_2	1
4	0	0	item_test_2	1

5. Compute lift and p-value

	test_assignment	test_number	number_of_items	view_binary_30d
1	0	item_test_2	1130	925
2	1	item_test_2	1068	894