

Sample Size Calculation Results

Results and Live Interpretation

Assuming a pooled standard deviation of 25.9364 units, the study would require a sample size of:

92707

for each group (i.e. a total sample size of 185414, assuming equal group sizes), to achieve a power of 80% and a level of significance of 5% (two sided), for detecting a true difference in means between the test and the reference group of 0.3375 units.

In other words, if you select a random sample of 92707 from each population, and determine that the difference in the two means is 0.3375 units, and the pooled standard deviation is 25.9364 units, you would have 80% power to declare that the two groups have significantly different means, i.e. a two sided p-value of less than 0.05.

Reference: Dhand, N. K., & Khatkar, M. S. (2014). Statulator: An online statistical calculator. Sample Size Calculator for Comparing Two Independent Means. Accessed 1 July 2023 at <http://statulator.com/SampleSize/ss2M.html>

Note: Statulator used the input values of a power of 80%, a two sided level of significance of 5% and equal group sizes for sample size calculation and adjusted the sample size for t-distribution. You may change the options by clicking [here](#) or the 'Options' button and the adjustments by clicking [here](#) or the 'Adjust' button.

LINK: Statsig Sample Size Calculator for Conversions (60,600)

<https://www.statsig.com/calculator?mde=10&bcr=3.92&twoSided=false&splitRatio=0.5&alpha=0.05&power=0.8>