


# A/B Testing: make your application Data-Driven

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Hi there 🙋

#php #symfony #s #postgresql #laravel #prestashop #postman #cold #agile #scrum #docker #twig

LinkedIn

GitHub

Who am I

I'm php developer. Also I like work on open source projects, write tuts and learn new stuff in programming.

My stackoverflow profile: <https://stackoverflow.com/users/6478501/andrii-sukhoi>

My medium profile: <https://medium.com/@andrii.sukhoi>

Technologies I am competent with

PHP

MySQL

JavaScript

PostgreSQL

Tools I have worked with

VS Code

PHPStorm

Webpack

PostgreSQL

Altium

Visual Studio

Links to read and learn

Laravel best practices

Software Project Review Checklist

Vladimir Mironov - best channel about JS/VueJS/ReactJS

Laravel Digest

<https://habr.com/ru/post/325473/>

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<https://www.linkedin.com/in/andrii-sukhoi-0a3773125/>



Andrii Sukhoi

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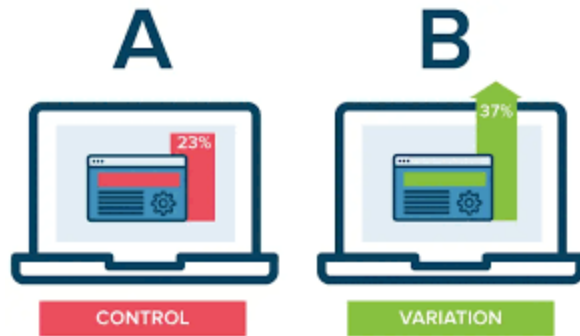
<https://stackoverflow.com/users/6478501/andrii-sukhoi>

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# Introduction to A/B testing

- Definition of A/B testing
- Why A/B testing is important



A/B testing - is a statistical method used to compare two versions of a variable to determine which version performs better.

# Why A/B testing is important

Data-driven decision making

Improving conversion rate

Reducing risk

Competitive advantage

# How A/B testing works

# The A/B testing process typically involves the following steps

- Define the objective
- Identify the variable
- Create two versions A and B
- Split the traffic
- Run the test
- Analyze the result
- Implement the winning version
- Iterate and optimize



# Examples of A/B testing scenarios

- Website layout
- Product features
- Advertisements
- Email marketing
- Pricing strategy

Setting up an A/B test

- Identifying the goals of the test
- Choosing the right metrics to measure
- Deciding on the sample size

Conducting an A/B test

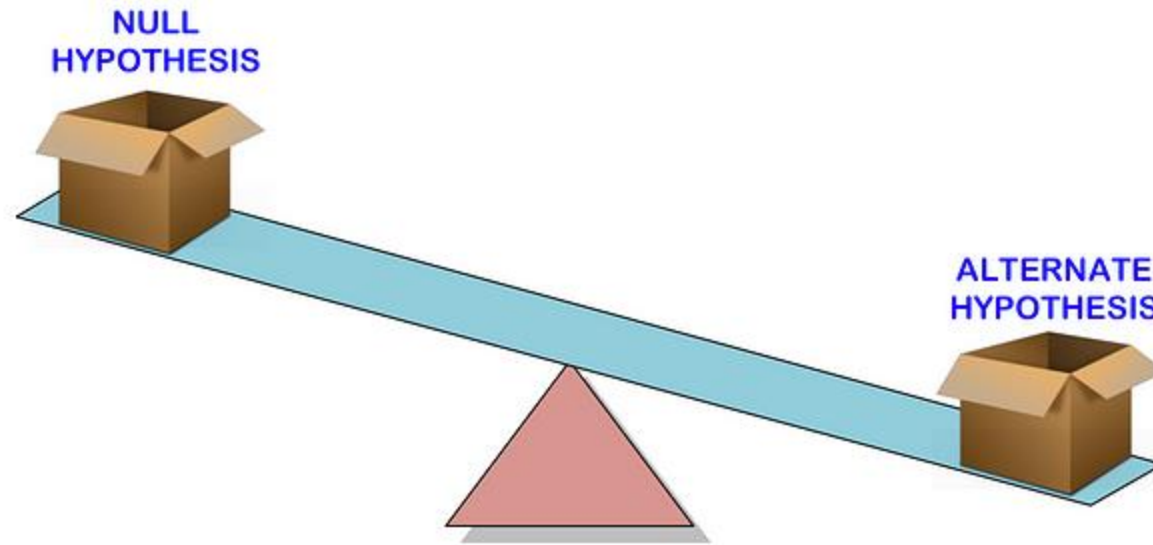
Creating the variants

Running the test

Collecting and analyzing data

Interpreting A/B test results

# Calculate the statistical significance



Analyze the magnitude of the effect



Consider the practical significance

# Best practices for A/B testing

- Tips for designing effective tests
- Common pitfalls to avoid
- Strategies for optimizing results

# Common pitfalls to avoid:

- Testing too many variables at once
- Using small sample size
- Not randomizing participants
- Not running the test for a sufficient length of time
- Analyzing the data too soon
- Ignoring practical significance
- Not documenting the test process and results

# Strategies for optimizing results

- Iterate and refine
- Consider segmenting your audience
- Monitor ongoing performance
- Prioritize changes based on impact
- Use qualitative feedback

# Real-world examples of A/B testing

# Google



The kings of the internet themselves have recently spent a huge sum on testing the impact of using different colored shades of blue in their advert links.

**Result: £200 MILLION!** From this round of testing and experimenting Google have increased their advertising revenue by \$200 million

# Airbnb



Airbnb conducted an A/B test to determine the optimal number of photos to display on a listing page. The test resulted in a 2.6% increase in bookings.

# Amazon



Add to Cart" button, where they tested different colors, text, and placement options to determine the optimal design. They ultimately found that a yellow "Add to Cart" button with black text performed the best.



# Conclusion