



PROJECT

Design an A/B test

A part of the Data Analyst Nanodegree Program

PROJECT REVIEW

NOTES

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Meets Specifications

Congratulations on completing this challenging project. This report is ready to become a strong addition to your portfolio. Best wishes for the future!

Metric Choice

A good set of metrics have been selected for the experiment, without missing any necessary or valuable metrics.

Metrics are well chosen and categorized.

Each metric has a clear and well-reasoned explanation of why it was or was not chosen as an invariant metric and as an evaluation metric.

Excellent explanations!

The report clearly states what results we look for in order to launch the experiment and the stated results are aligned with the experiment goals.

Launch criteria are well aligned with goals. Nice work! To clarify criteria for the reader consider placing criteria in a separate paragraph or table.

Variability

The standard deviations for all evaluation metrics have been correctly calculated.

Each evaluation metric has a clear and correct explanation of whether the analytic variability is likely to match the empirical variability.

Sizing

The number of pageviews given is correct given the students choice of whether to use the Bonferroni correction.

Nice work providing support for the removal of retention as a metric.

A well-reasoned argument about how risky the experiment will be is made and a fraction of traffic to divert is chosen accordingly.

The proportion of diversion is aligned with the level of risk and results in a duration that meets client expectations. Well done. Please note we do collect financial information but

this does not represent an increased risk from most people's normal activity.

The duration of the experiment is correctly calculated given the fraction of traffic to divert that was chosen.

Sanity Checks

The sanity checks have been correctly calculated for all chosen invariant metrics.

The passing or failure of all sanity checks have been evaluated. If sanity checks failed, analysis has been performed to discover why the sanity checks may have failed and the experiment has not been continued.

Effect Size Tests

Correctly calculated confidence intervals have been reported for the difference in all evaluation metrics.

Great use of tables in these sections. This is a very effective way to communicate these results.

Statistical and practical significance have been correctly reported for all evaluation metrics.

Sign Tests

P-value and statistical significance have been correctly reported for all evaluation metrics.

Results Summary

The report provides good justification for the choice of whether to use the Bonferroni correction.

Good choice and justification. To enhance this section please consider explaining why the correction is too conservative in the ALL metrics case. This thread may help.
<https://discussions.udacity.com/t/bonferroni-correction/201344>

A well-reasoned and plausible explanation for each discrepancy between the effect size tests and the sign tests has been provided.

Recommendation

A recommendation is made that is well-reasoned and supported by the data.

Yes, if gross conversion decreased and net conversion did not decrease, we would launch. As it stands the negative CI for net conversion is a potential violation of launch criteria, so we shall not launch.

Follow-Up Experiment

A plausible experiment that would be worth testing has been made. A hypothesis for results of the experiment is clearly stated.

Engagement through interaction with a buddy or mentor is a great idea. Something like this is currently being tried for some NDs.

The metrics chosen in the report will be sufficient to evaluate the hypothesis of the experiment, would be possible to measure under most infrastructures, and are well-supported by reasoning in the report.

The report describes a reasonable unit of diversion and gives good support for this choice.

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