# Udacity Course Workload Reminder Design

# -- AB Testing Experiment Design and Analysis

## Metric Choice

Invariant metrics:

* Number of cookies
* Number of clicks
* Click-through-probability

Evaluation metrics:

* Number of user-ids: more user-ids in control group
* Gross conversion: less in experiment group
* Retention: higher in experiment group
* Net conversion: expected to be higher (??) in experiment group

Expectations:

Use Retention and net conversion as metrics. Expect retention to be higher in experiment group, net conversion higher as well (??)

Net conversion??