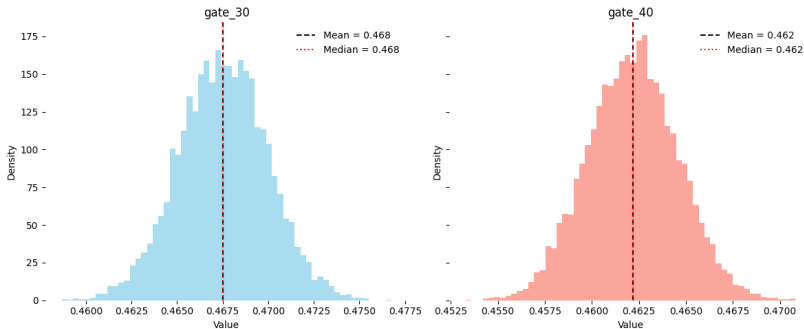


# AB Test Report

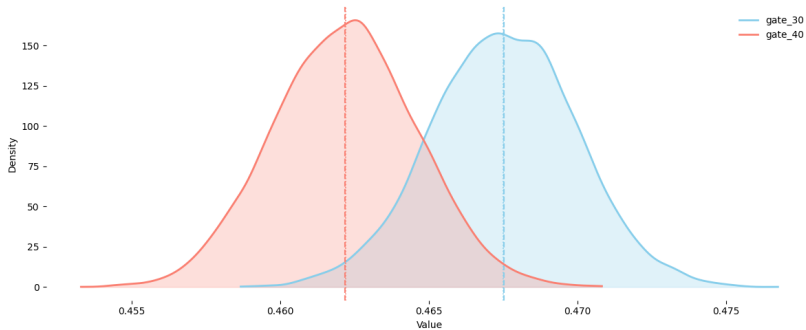
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October 26, 2025

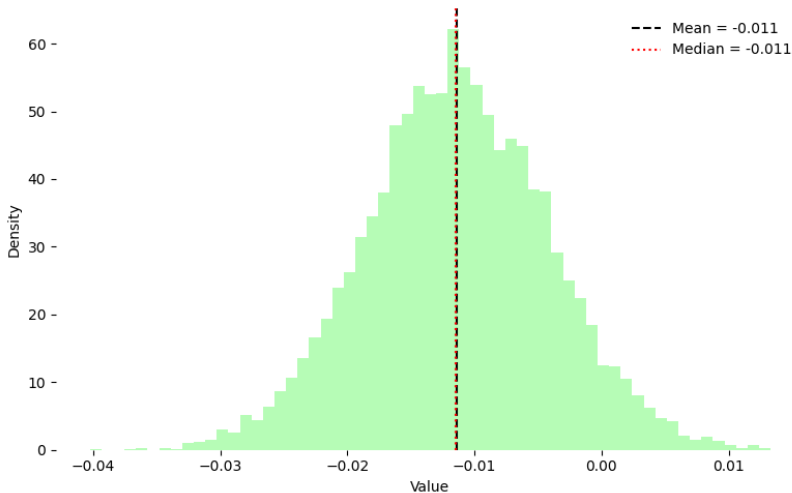
# retention\_1 - Posterior Distribution



# retention\_1 - Posterior KDE



# retention\_1 - Lift Distribution



## retention\_1 - Summary

metric	mean	std	ci_lower	ci_upper
gate_30	0.4675	0.0024	0.4627	0.4722
gate_40	0.4622	0.0024	0.4575	0.4669

metric	value
mean_lift	-0.0114
std_lift	0.0072
prob_treatment_superior	0.0565

# retention\_1 - Recommendation

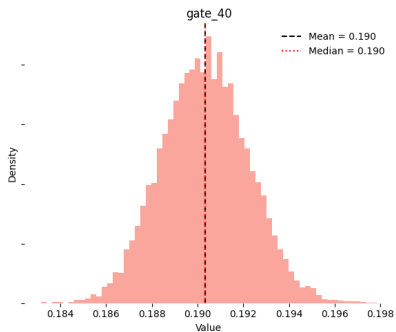
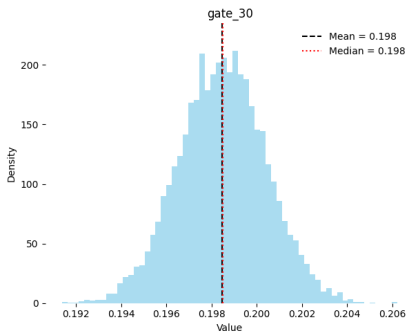
No statistically significant improvement detected. Maintain current version.

Probability that

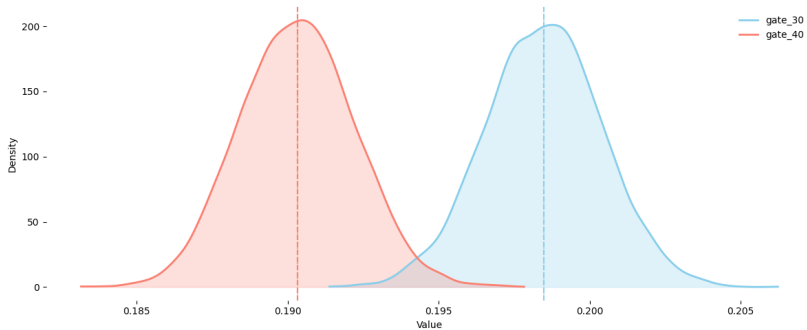
$$\text{Prob}(\text{Treatment} > \text{Control}) = 5.65\%$$

is far below the 95% threshold.

# retention\_7 - Posterior Distribution

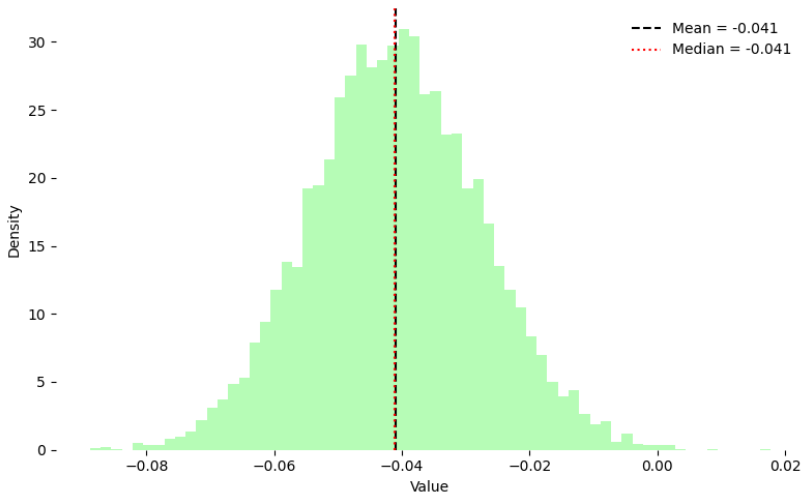


# retention\_7 - Posterior KDE





## retention\_7 - Lift Distribution



## retention\_7 - Summary

metric	mean	std	ci_lower	ci_upper
gate_30	0.1985	0.0019	0.1946	0.2022
gate_40	0.1903	0.0019	0.1867	0.194

metric	value
mean_lift	-0.041
std_lift	0.0133
prob_treatment_superior	0.0013

## retention\_7 - Recommendation

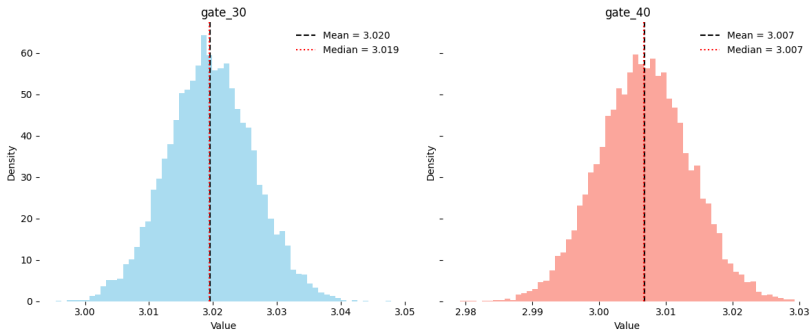
No statistically significant improvement detected. Maintain current version.

Probability that

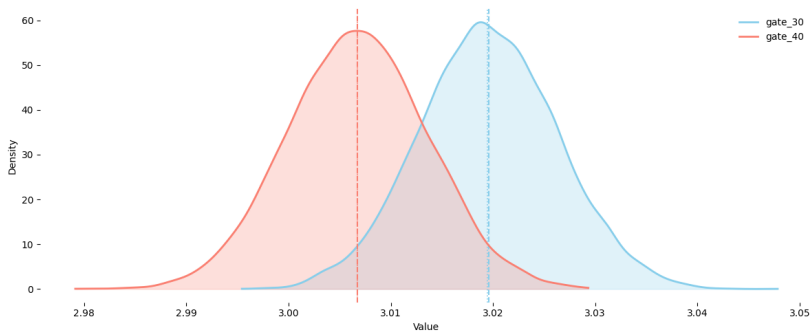
$$\text{Prob}(\text{Treatment} > \text{Control}) = 0.13\%$$

is far below the 95% threshold.

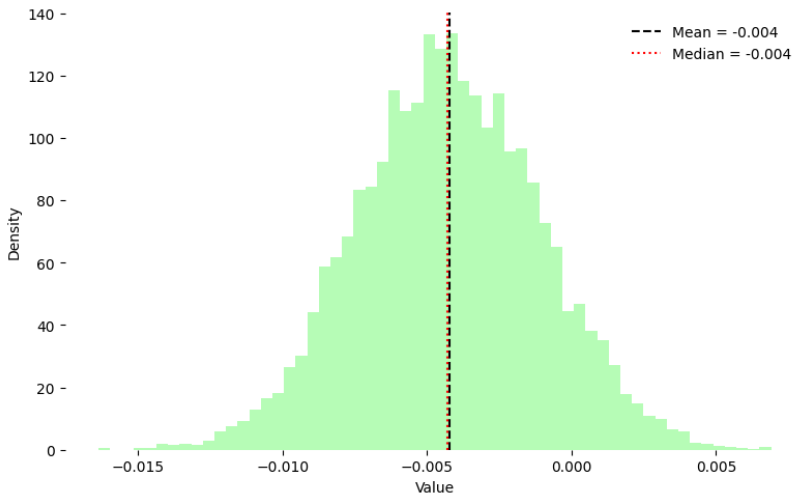
# sum\_gamerounds\_log - Posterior Distribution



# sum\_gamerounds\_log - Posterior KDE



## sum\_gamerounds\_log - Lift Distribution



## sum\_gamerounds\_log - Summary

metric	mean	std	ci_lower	ci_upper
gate_30	3.0196	0.0067	3.0065	3.0329
gate_40	3.0068	0.0068	2.9935	3.0202

metric	value
mean_lift	-0.0042
std_lift	0.0032
prob_treatment_superior	0.0925

## sum\_gamerounds\_log - Recommendation

No statistically significant improvement detected. Maintain current version.

Probability that

$$\text{Prob}(\text{Treatment} > \text{Control}) = 9.25\%$$

is far below the 95% threshold.