

AB Test:

How Data Type Impacts Analysis Choice

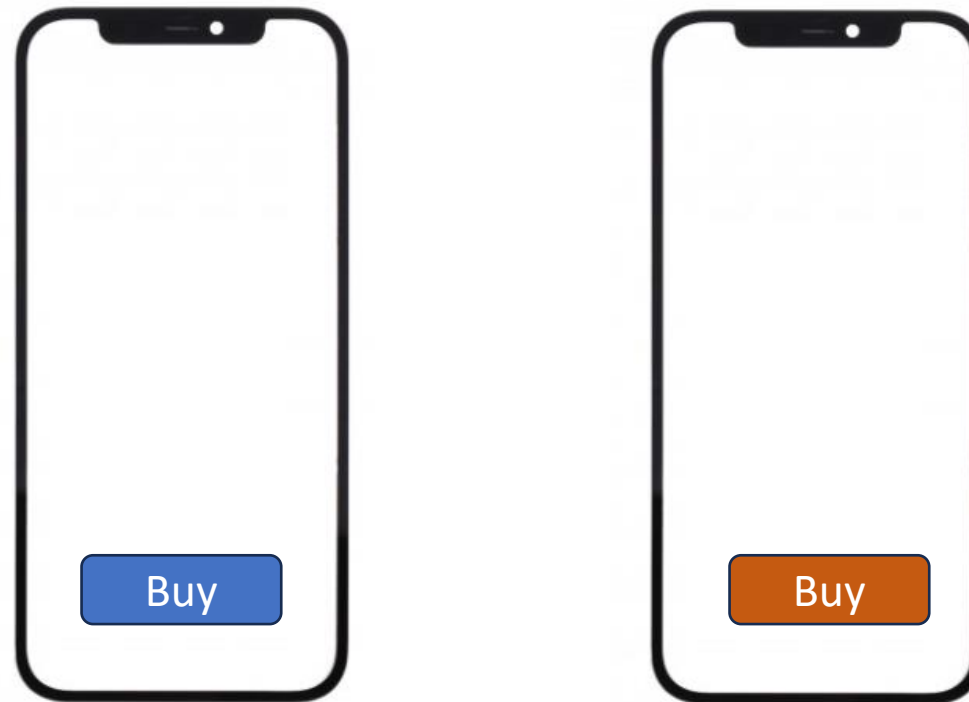
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A Simple Example of AB Test

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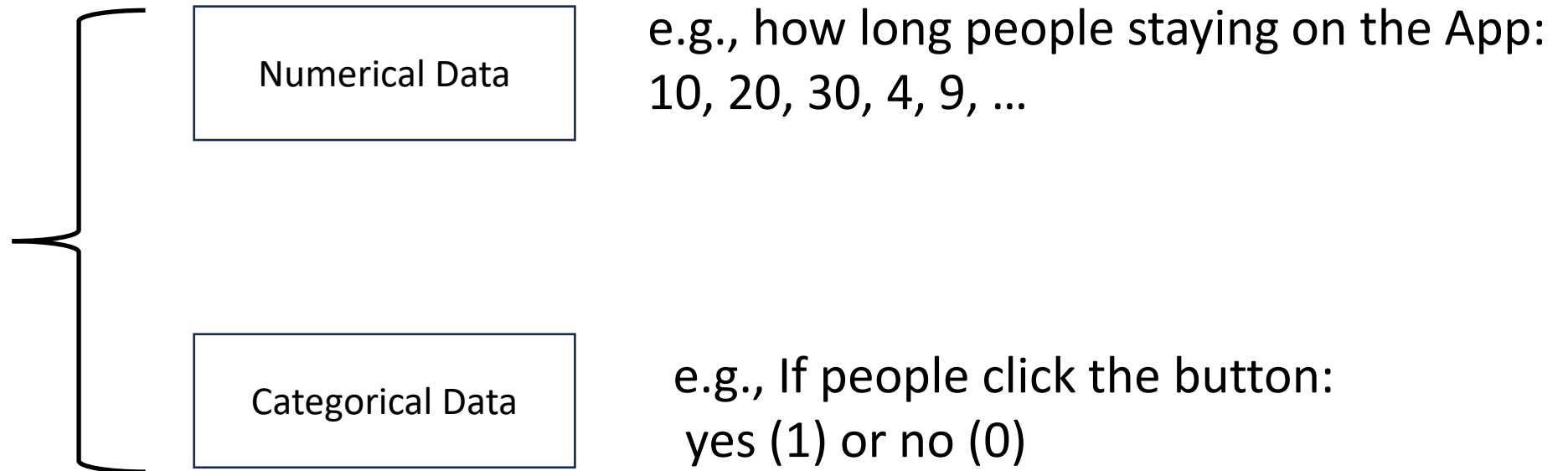
- An App with different colors for the buy button, and you would like to check how different colors impact behavior.



What is data type?

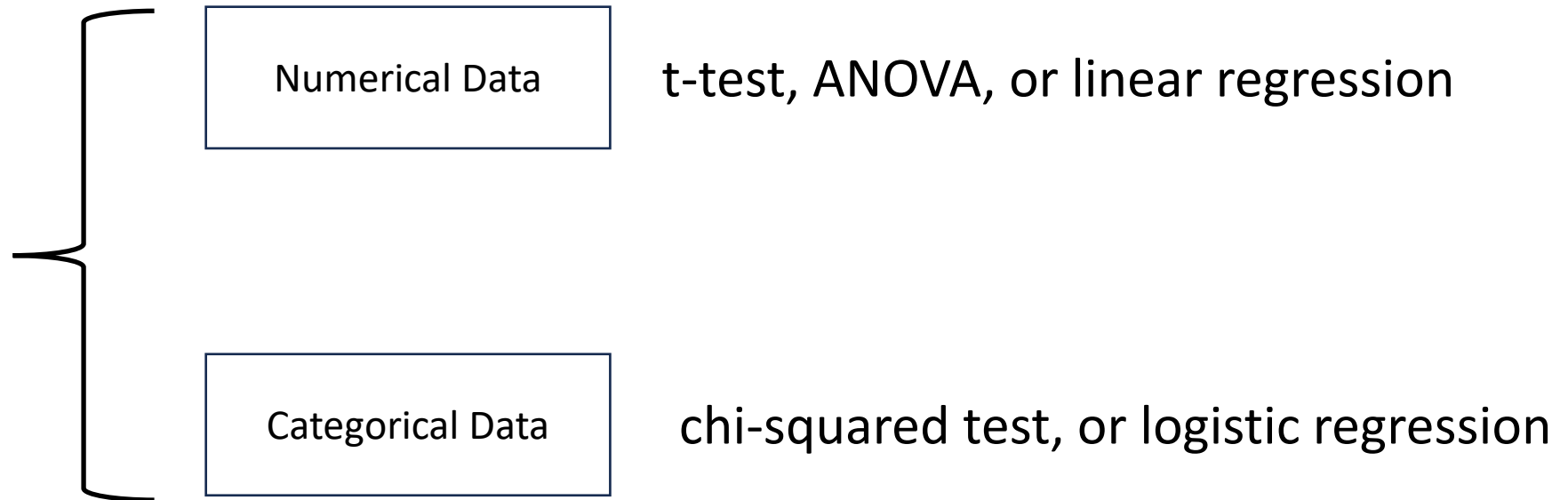
Data Type

- Broadly, we can have two different data types, namely **numerical data** versus **categorical data**.



How data type impacts analysis choice?

Data Type on Analysis Choice



A Hypothetical Example in Excel (Refer to content in the video.)

An additional comment ...

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- You can also test more than 2 colors, such as 3 colors or even more.

