

Long vs. Wide Data

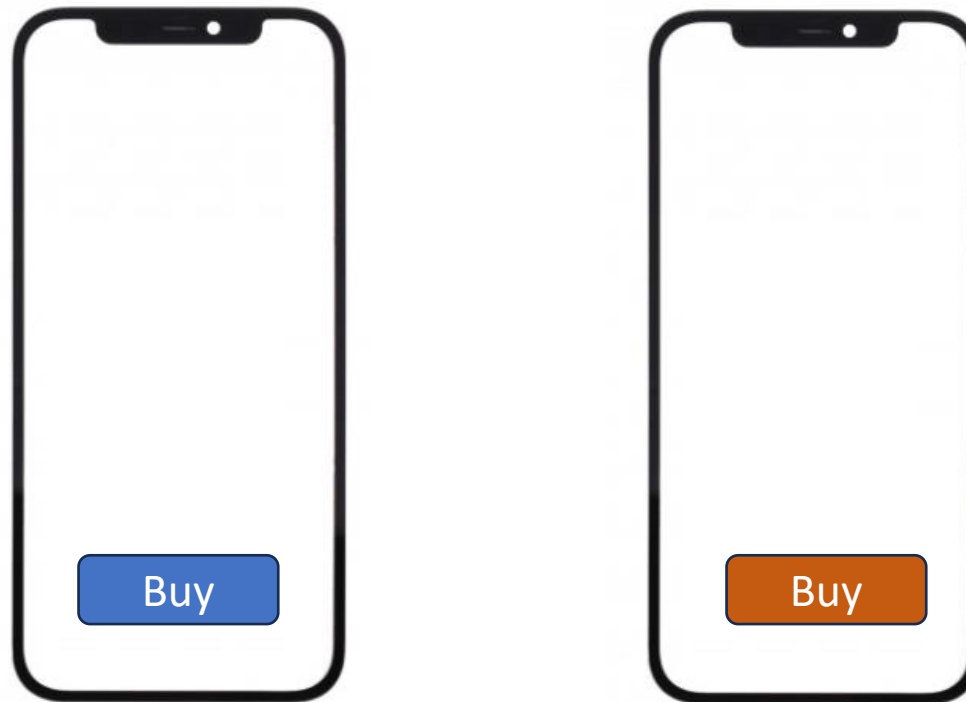
Note & Disclaimer

- 1. This pdf (slides) is part of a YouTube tutorial:
<https://youtu.be/mXEI2QRq9uc>
- 2. The accuracy and comprehensiveness of this tutorial (& the slides/pdf) are not assured. It is advisable to verify independently or seek advice from professionals. The author of this tutorial (& the slides/pdf) bears no responsibility or liability for its accuracy and completeness.
- 3. This pdf (slides) is for your own personal use only. Please do not distribute.

Examples of Long vs. Wide Data

AB Test

- A hypothetical example:
 - You would like to check how different colors (version A vs. version B) impact behavior.



This is a hypothetical example.

Long Data

Conditions	Minutes Spent on App
A	2
A	13
A	0.5
A	2
A	3
A	13
A	20
A	11
A	8
A	9
B	15
B	9
B	15
B	13
B	20
B	13
B	20
B	13
B	20
B	9



Wide Data

A	B
2	15
13	9
0.5	15
2	13
3	20
13	13
20	20
11	13
8	20
9	9

This is a hypothetical data example.

Perspective - 1

- Both long and wide data formats contain the exact same information.
- **Long data** contain values that do repeat in the first column.
- **Wide data** contain values that do not repeat in the first column.

Long Data

Repeated values
in the first column

Conditions	Minutes Spent on App
A	2
A	13
A	0.5
A	2
A	3
A	13
A	20
A	11
A	8
A	9
B	15
B	9
B	15
B	13
B	20
B	13
B	20
B	13
B	20
B	9

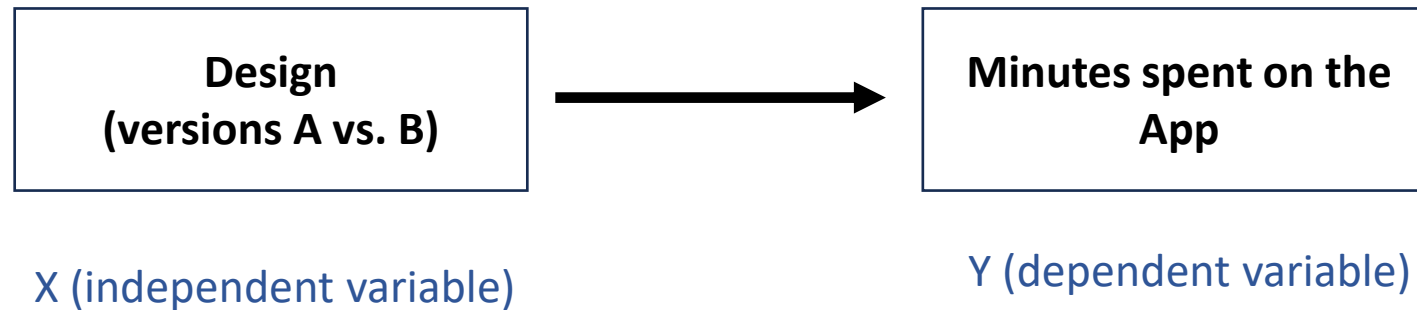
Wide Data

A	B
2	15
13	9
0.5	15
2	13
3	20
13	13
20	20
11	13
8	20
9	9

This is a hypothetical data example.

Perspective - 2

- Both long and wide data formats contain the exact same information.
- **Long data:** X (independent variable) appears as a column.
- **Wide data:** X (independent variable) appears as column names.



Long Data

Conditions	Minutes Spent on App
A	2
A	13
A	0.5
A	2
A	3
A	13
A	20
A	11
A	8
A	9
B	15
B	9
B	15
B	13
B	20
B	13
B	20
B	13
B	20
B	9

X (independent variable)
as a single column

Wide Data

A	B
2	15
13	9
0.5	15
2	13
3	20
13	13
20	20
11	13
8	20
9	9

X (independent variable)
as column names

This is a hypothetical data example.