Prepared for the Final Project?
Graded Quiz • 10 min

Due May 3, 1:59 AM CDT

✓ **Congratulations! You passed!**
TO PASS 80% or higher

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Retake the assignment in **7h 59m**

GRADE
100%

Prepared for the Final Project?

LATEST SUBMISSION GRADE

100%

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1. Which of the following are the purpose of AB testing? (Select all that apply).　　**1 / 1 point**

   ☑ Provide evidence for or disprove a hypothesis

   > ✓ **Correct**
   > When you are doing an AB test, this is the part where you can learn about your hypothesis.

   ☐ Clean and label data

   ☑ Learn from data

   > ✓ **Correct**
   > When you are doing an AB test, this is the part where you can learn from your data.

2. Which of the following are necessary components of a user-level test assignment table? (Select all that apply).　　**1 / 1 point**

   ☑ The assignment (treatment or control?)

   > ✓ **Correct**
   > Exactly! We'll need this selected thing to move forward along with other information.

   ☑ A test name or number

   > ✓ **Correct**
   > Exactly! We'll need this selected thing to move forward along with other information.

   ☑ The user_id

   > ✓ **Correct**
   > Exactly! We'll need this selected thing to move forward along with other information.

   ☑ The date or time of assignment

   > ✓ **Correct**
   > Exactly! We'll need this selected thing to move forward along with other information.

   ☐ The user's email address

3. Which of the following are necessary components of an item-level test assignment table? (Select all that apply).　　**1 / 1 point**

   ☑ The item id

   > ✓ **Correct**
   > Exactly! We'll need all of this selected thing to move forward.

   ☐ The item category

   ☐ The user_id

   ☑ The assignment (treatment or control?)

   > ✓ **Correct**
   > Exactly! We'll need all of this selected thing to move forward.

   ☑ A test name or number

   > ✓ **Correct**
   > Exactly! We'll need all of this selected thing to move forward.

☑ The date or time of assignment

> ✓ **Correct**
>
> Exactly! We'll need all of this selected thing to move forward.

4. In the final project we'll be doing AB testing at an item level. Check out the table final_assignment_qa. What other pieces of data will you need to compute the 30-day order binary. (Select all that apply).

   1 / 1 point

   Please note: 30-day order binary means show a 1 if the item was ordered at any point the 30 day period after treatment, and 0 if the item was never ordered.

   ☑ I'm still missing something

   > ✓ **Correct**
   >
   > Exactly! The thing we are still missing is the date of the assignment.

   ☑ The orders table

   > ✓ **Correct**
   >
   > Exactly! You will need this information for your assignment.

   ☐ The item category

   ☐ The users table

   ☐ The user_id

5. Use this AB testing calculator. Enter the numbers seen in the image, and use the results to determine if the results are statistically significant.

   1 / 1 point

   Are the results statistically significant?

   ◉ No

   ○ Yes

   > ✓ **Correct**
   >
   > The p-value is 0.97 and the true mean is likely to be between -25% and 27%. This result is not statistically significant.

6. Use this AB testing calculator. Enter the numbers seen in the image, and select all the correct interpretations of the data.

   1 / 1 point

   ☑ We have not collected enough samples to be able to detect statistically significant lift of 1%

   > ✓ **Correct**
   >
   > This is a correct interpretation of the data.

☐ The treatment caused a lift of as much as 27% in the success metric
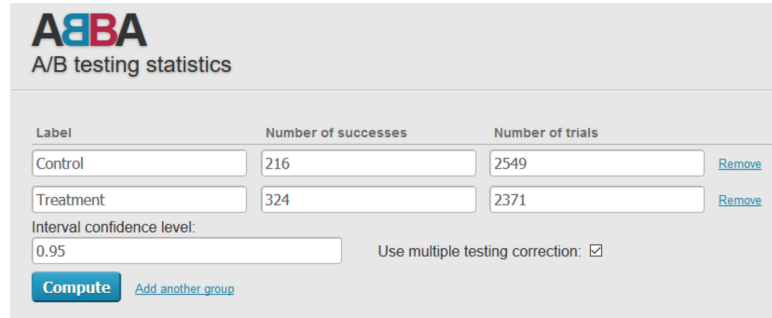
☑ There is no detectable change in this metric

> ✓ **Correct**
>
> This is a correct interpretation of the data.

☐ The treatment caused a 1% lift in the success metric

7. Use this AB testing calculator. Enter the numbers seen in the image. In this calculation, what is the observed success rate in control?   **1 / 1 point**
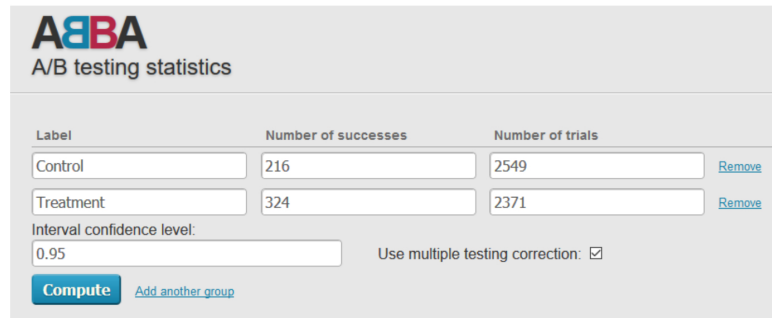

○ 7.5% to 9.6%

○ 40% to 81%

○ 61%

○ 14%

○ 12% to 15%

◉ 8.5%

> ✓ **Correct**
>
> This is the observed success rate in control.

8. Use this AB testing calculator. Enter the numbers seen in the image. In this calculation, what is the observed success rate in treatment?   **1 / 1 point**

○ 40% to 81%

○ 7.5% to 9.6%

○ 8.5%

○ 12% to 15%

◉ 14%

○ 61%

> ✓ **Correct**
>
> This is the observed success rate in treatment.

9. Use this AB testing calculator. Enter the numbers seen in the image. In this calculation, what is the observed relative lift in success rate between control and treatment?   **1 / 1 point**

| Control | 216 | 2549 | Remove |
| Treatment | 324 | 2371 | Remove |

Interval confidence level:

0.95   Use multiple testing correction: ☑

Compute   Add another group

○ 8.5%

○ 7.5% to 9.6%

○ 14%

○ 40% to 81%

◉ 61%

○ 12% to 15%

✓ **Correct**

This is the observed relative lift in success rate between control and treatment.

10. Use this AB testing calculator. Enter the numbers seen in the image. In this calculation, what is the range of improvement that is likely to have been caused by the treatment?   1 / 1 point

AB**BA**
A/B testing statistics

Label	Number of successes	Number of trials	
Control	216	2549	Remove
Treatment	324	2371	Remove

Interval confidence level:

0.95   Use multiple testing correction: ☑

Compute   Add another group

○ 61%

○ 8.5%

◉ 40% to 81%

○ 14%

○ 7.5% to 9.6%

○ 12% to 15%

✓ **Correct**

The observed improvement is 61%, and we can say with 95% confidence that the underlying lift is somewhere between 40% and 81%.

11. Which of the following queries would meet the coding standards for the final project?   1 / 1 point

○ SELECT

COUNT(*)

FROM dsv1069.users

◉ SELECT

COUNT(*) AS user_count

FROM dsv1069.users

✓ **Correct**

It is important to write a descriptive label for any new columns.