

**Sardar Patel College of Engineering, Bakrol**  
**Information Technology Department**  
**INSWA**  
**Assignment-4**

1. Explain the website experimentation concepts.
2. Explain the different types of web testing.
3. Explain A/B testing in detail
4. Write down tips for A/B tester.

Subject Coordinator:

Nirali.S.Darji