



ESPECIFICAÇÕES DO PROJETO

Analyze A/B Test Results**Code Quality**

CRITÉRIO	ATENDEU ÀS ESPECIFICAÇÕES
Functionality of code	All code cells can be run without error.
Use of Good Coding Practices	Docstrings, comments, and variable names enable readability of the code.

Statistical Analyses

CRITÉRIO	ATENDEU ÀS ESPECIFICAÇÕES
Correct Interpretation of Results	All results from different analyses are correctly interpreted.
Correct Values for All Statistical	For all numeric values, you should provide the correct results of the analysis.

Results CRITÉRIO	ATENDEU ÀS ESPECIFICAÇÕES
Statement of Conclusions	Conclusions should include not only statistical reasoning, but also practical reasoning for the situation.

Sugestões para Fazer o Seu Projeto se Destacar!

To go above and beyond, you may try to add the influences associated with time on conversion. In adding this variable to your analysis, it would be best to create dummy variables for different aspects of the time. Correctly coding and interpreting the results related to time along with the existing effects would benefit the analysis.

Additionally, you could add interpretations related to model fit, and why particular models fit better than others.