



Effect Size Tests

For each of your evaluation metrics, compute a confidence interval around the difference.

Did you use the Bonferroni correction? ☐ Yes ☒ No

	Lower bound	Upper bound	Statistical significance	Practical significance
• Number of cookies	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Number of user-ids	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Number of clicks on "Start free trial"	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Click-through-probability on "Start free trial"	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Gross conversion	-0.0291	-0.0120	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Retention	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Net conversion	-0.0116	0.0019	<input type="checkbox"/>	<input type="checkbox"/>