A/B Test

Background:We have data about users who enroll/visit a course page. We know The goal is to come up with recommendations for the product and the marketing teams to implement the changes or not. We have a new UI change and we want to investigate whether to launch the change given the data below.
Let's read the dataset and below is an overview of the dataset.

Dataset: ab_data.csv

	user_id	timestamp	group	landing_page	converted
0	851104	2017-01-21 22:11:48.556739	control	old_page	0
1	804228	2017-01-12 08:01:45.159739	control	old_page	0
2	661590	2017-01-11 16:55:06.154213	treatment	new_page	0
3	853541	2017-01-08 18:28:03.143765	treatment	new_page	0
4	864975	2017-01-21 01:52:26.210827	control	old_page	1

Group: control or experiment
Id: user id

1. Calculate the corresponding goal metrics for both groups

2. Use bootstrap to calculate the confidence interval

3. Apply graphs to interpret the results

4. Make the recommendation

5. Use logistic regression to decide whether we should launch the change (optional)