

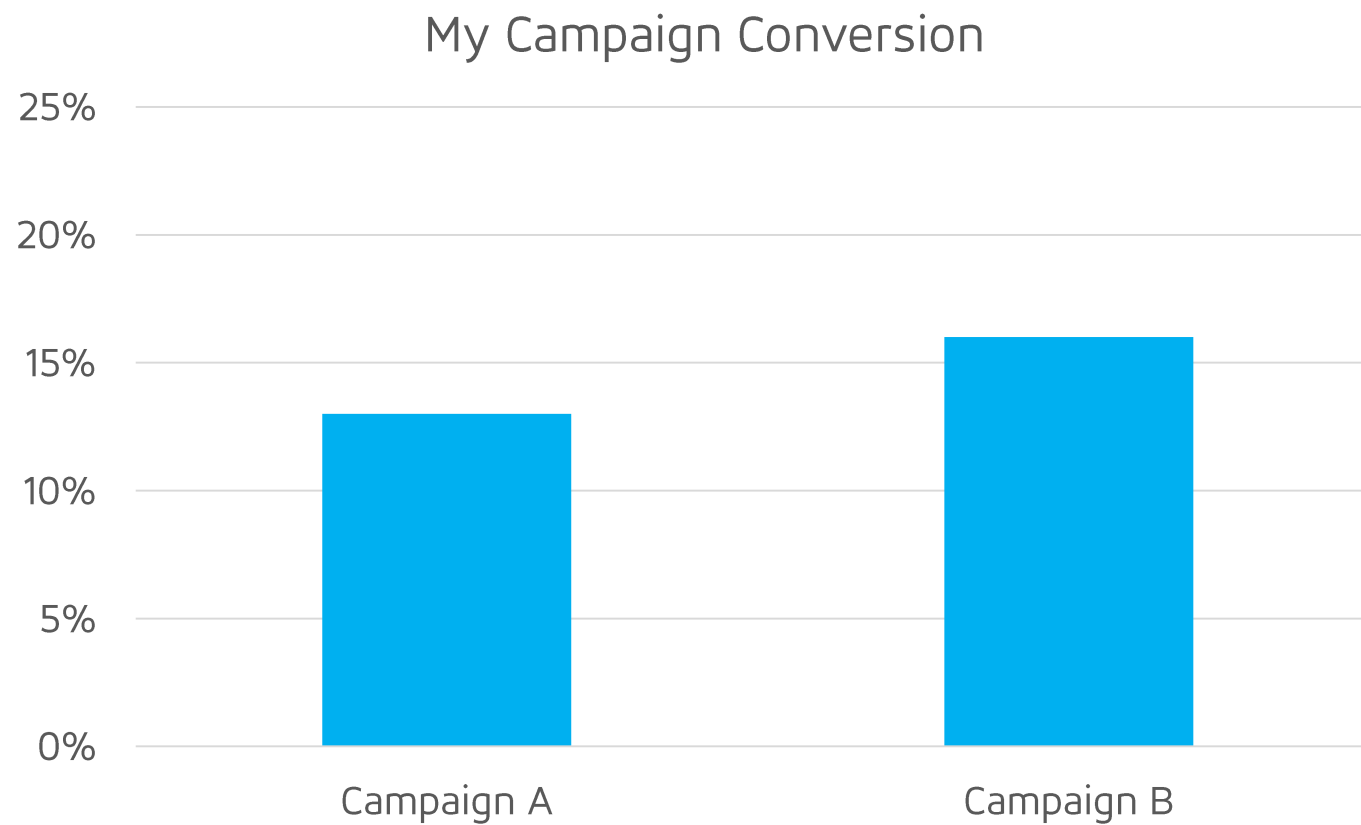


PIXELFEDERATION®
players to players

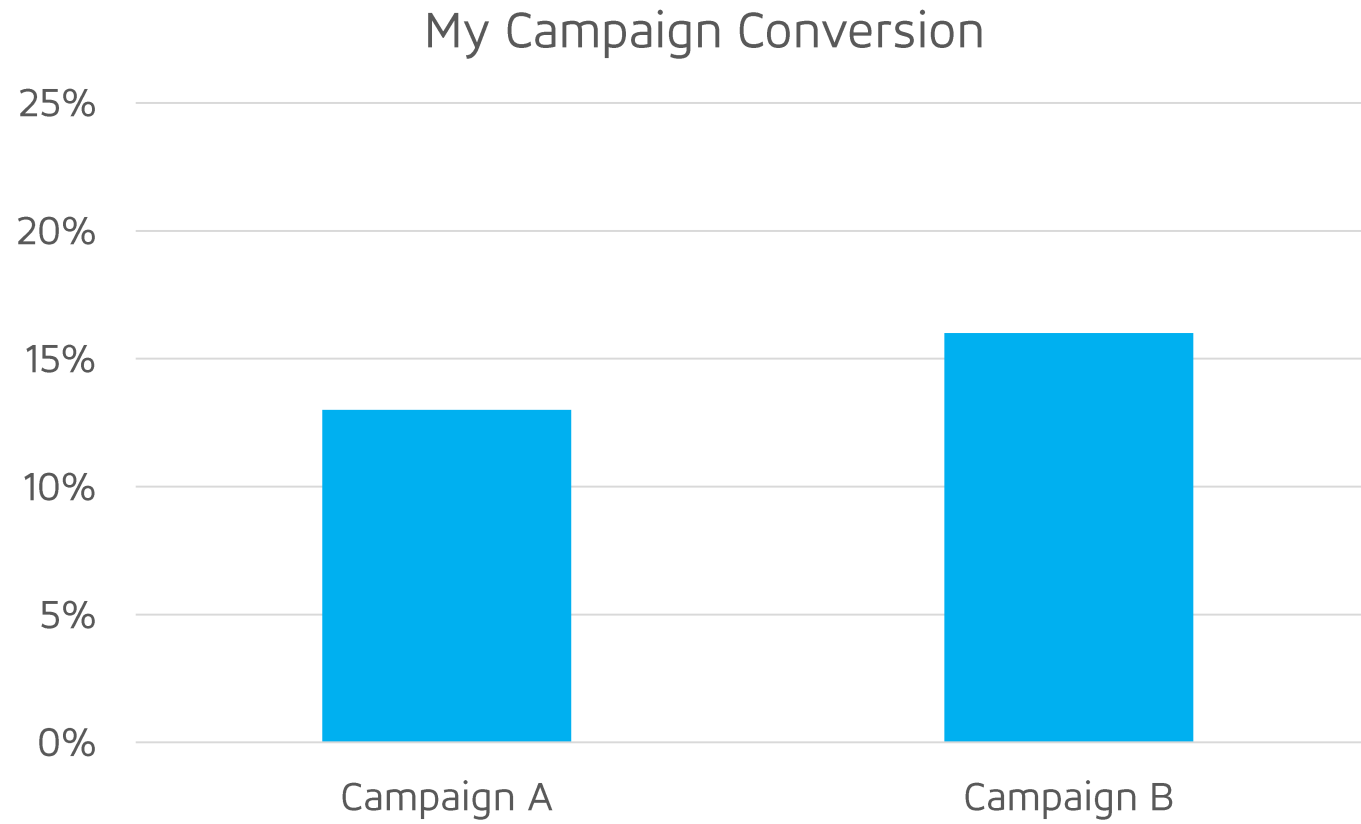
Problems of Data Analyst

Peter Dižo

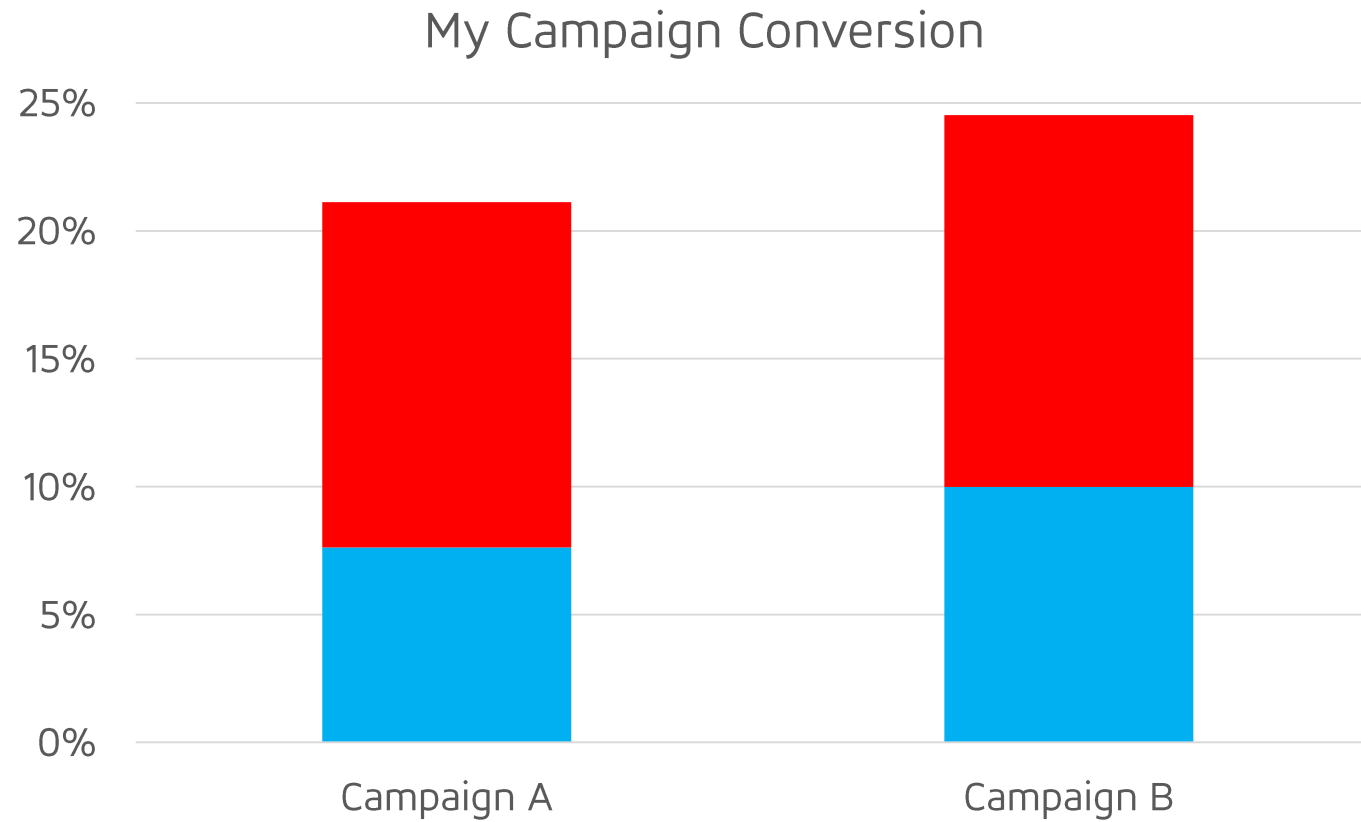
What is the conversion?



Is campaign B better?

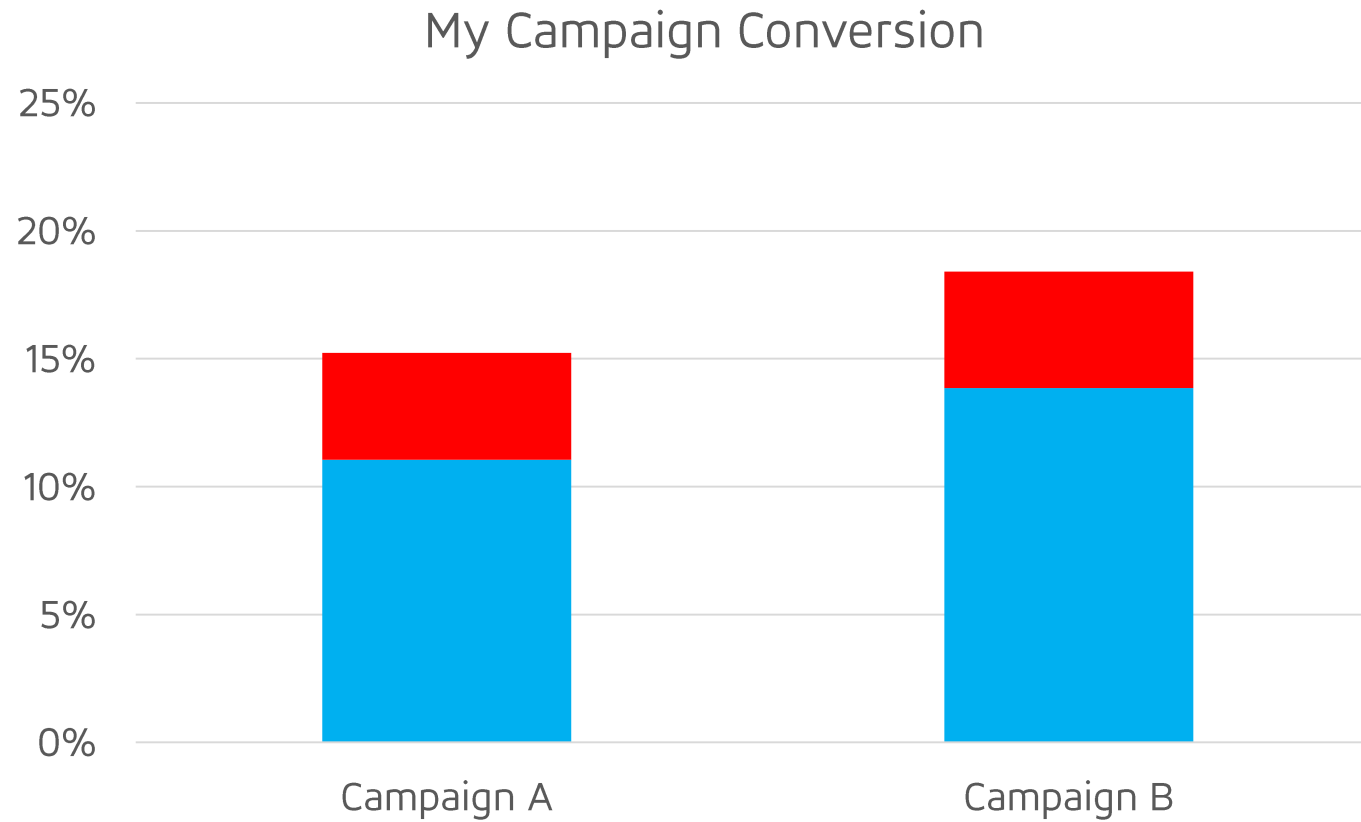


Is campaign B better?



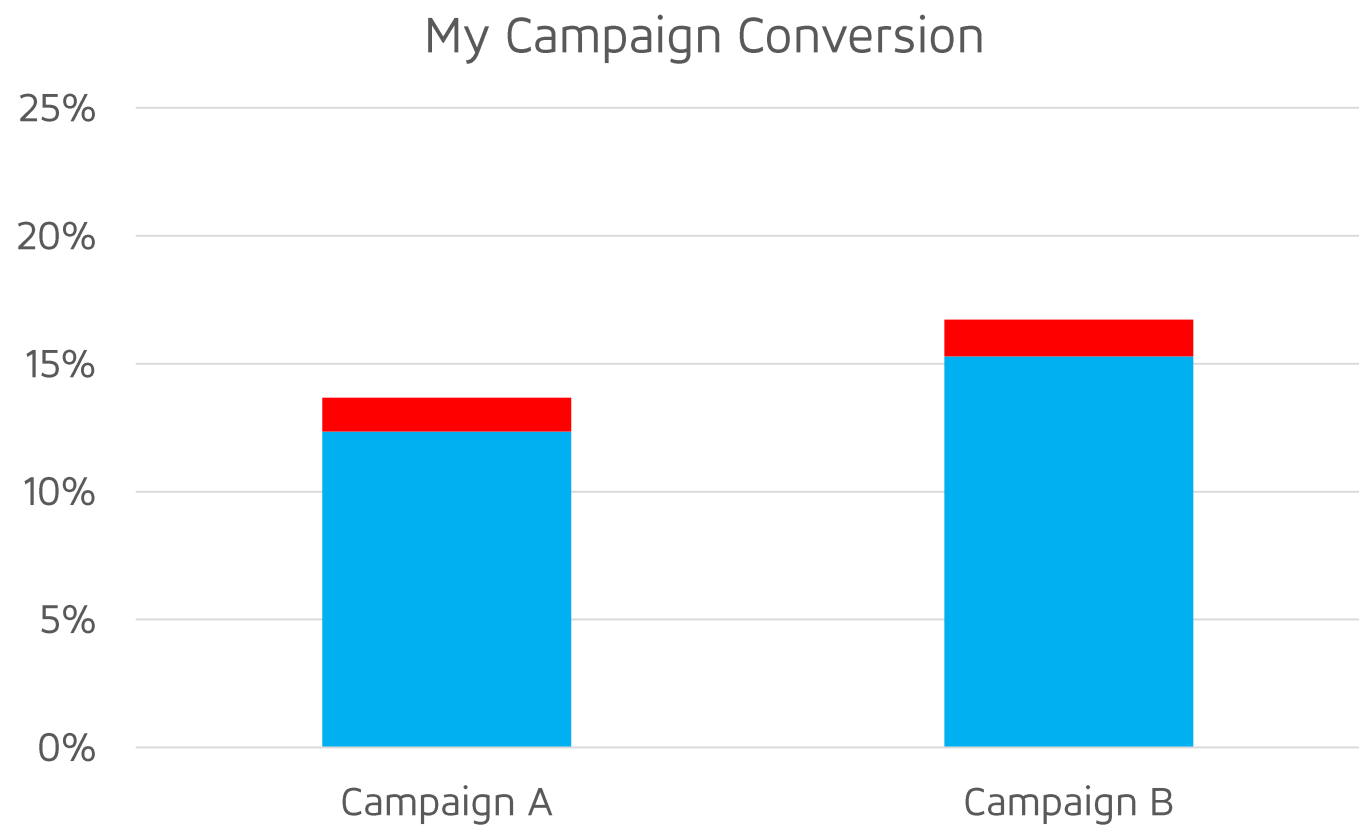
- 100 players per group
- A: 7.62% - 21.12%, B: 9.99% - 24.53%

Is campaign B better?



- 1000 players per group
- A: 11.05% - 15.23%, B: 13.85% - 18.41%

Is campaign B better?



- 10000 players per group
- A: 12.35% - 13.67%, B: 15.29% - 16.73%

Is campaign B really better?

Hard to tell...

AB testing



AB testing

Problems:

- We can't AB test everything (time, money, hate, ...)
- Confusing interpretations of significance
- There are a lot of assumptions that are easily violated
- Proper setup

AB testing

