



# Online Experimentation and A/B Testing

Fundamentals, A/A and multivariate tests, and common pitfalls

# Agenda

- Introduction
  - What is A/B testing?
  - Some interesting A/B tests
- Fundamentals
  - Terminology
  - Hypothesis testing
  - Metrics for A/B testing
  - Steps in experimentation





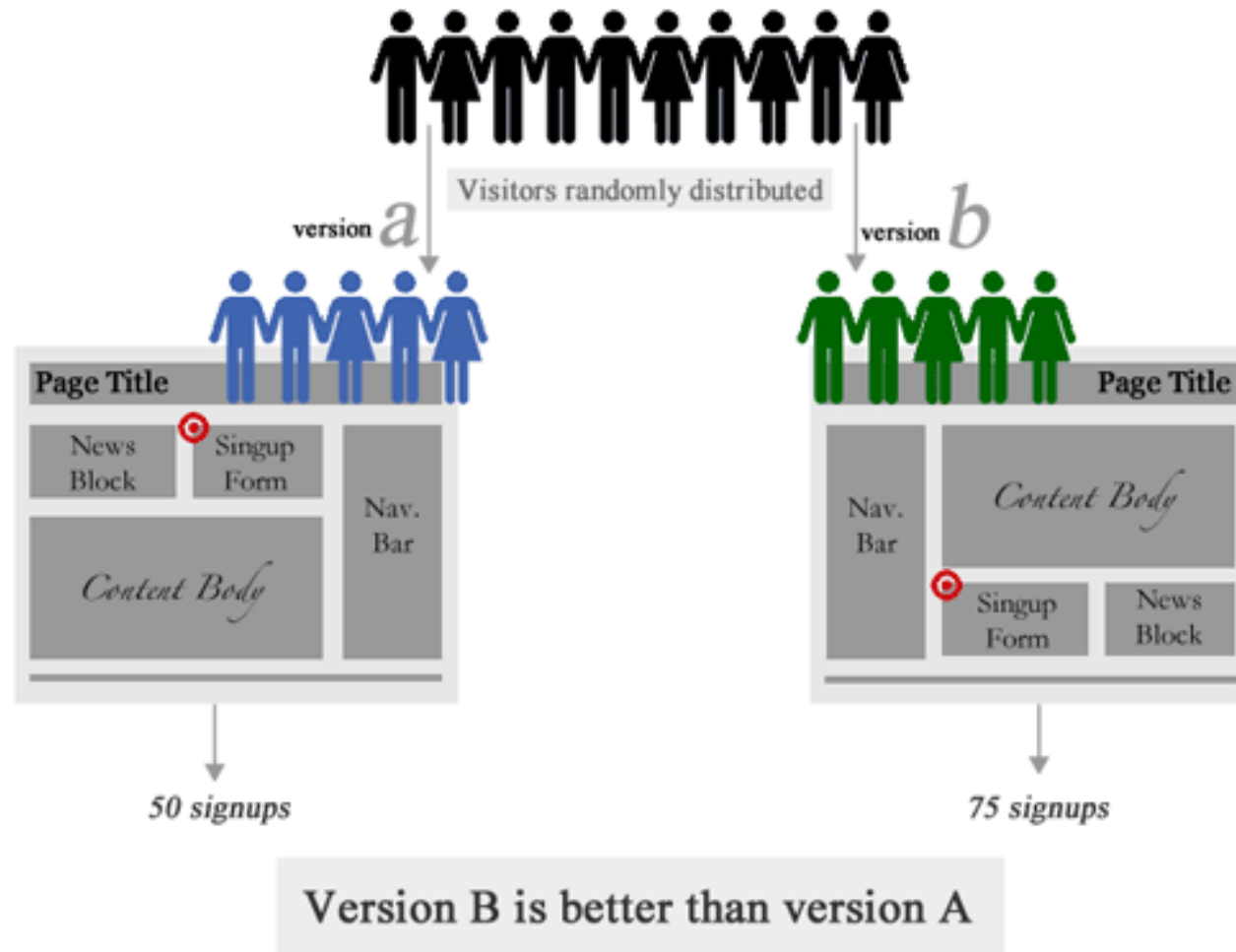
# Introduction



In God we trust. All others bring data.

W. E. Deming

# What is A/B Testing?



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