

AB Testing

*An analytical methodology that enables analysts or those running the test, to test different variations or changes to understand how they perform against a control group*

## Components List

*Step 1: Determine the variation you want to test*

*Step 2: Determine the size of the control and variation groups, and how you plan to ensure randomness and independence*

*Step 3: Determine test duration*

*Step 4: Run and monitor the test*

*Step 5: End test and analyze the results*

*\*\* Take notes, learn, and improve your testing*

Watch-Outs

*Things to avoid during AB Testing*

## Watch-Out List

*#1: Don't count the eggs before they hatch  
– don't assume you have results too soon*

*#2: Test one variable at a time – Run only  
one change or variation at a time to ensure  
understanding*

*#3: Don't run an AB test without a  
hypothesis – choose and test impactful  
changes, don't throw guesses*