

What is the Project?

Our project centered on converting an Excel suite into a single-paged web application containing:

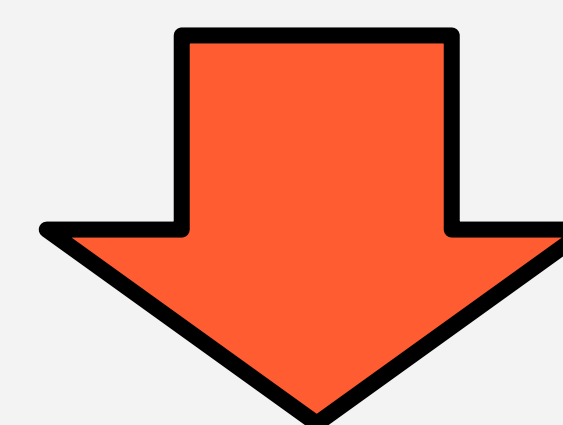
- Calculators for test various statistics associated with A/B testing
- An education component explaining the underlying calculations made

Why?

- Previous Excel suite lacked a user-friendly interface
- The web application makes it more easily accessed across devices

Calculator Example:

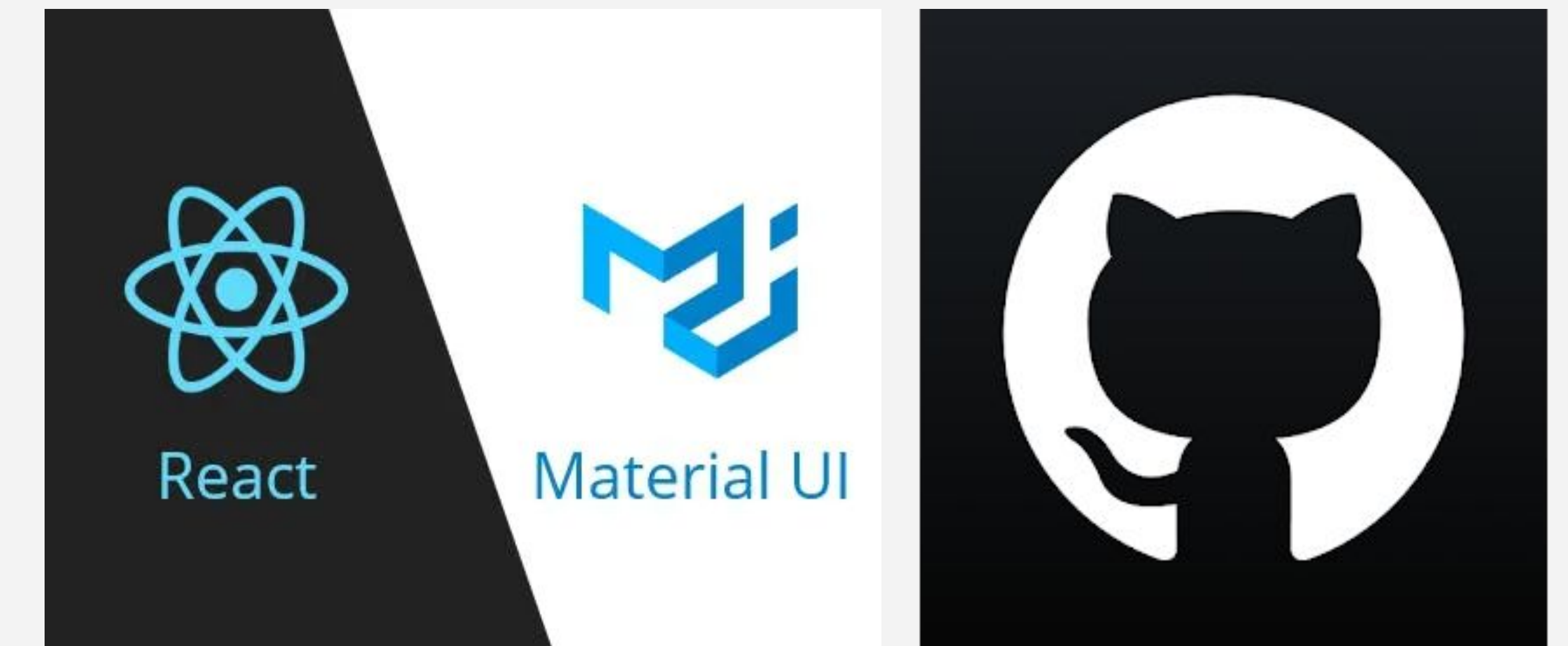
Insert Numbers Here			
Number of Conversions, Variant			35
Total Traffic, Variant			1000
Number of Conversions, Control			50
Total Traffic, Control			1000
Conversion Rates			
Conversion Rate, Variant			3.5%
Conversion Rate, Control			5.0%
Conversion Rate Difference		<-----	-1.5%
			<i>If Greater than Zero, Variant has higher conversion rate</i>
			<i>If Less than Zero, Control has higher conversion rate</i>
Lift Estimate			
Calculated Lift %			-30.00%
Checking Assumptions			
Assumptions Satisfied?	TRUE	<-----	<i>If "TRUE", Continue</i> <i>If "FALSE", Increase Traffic</i>
Test			
Confidence Level			90.0
Test Statistic		<-----	-1.664
P-value			0.096
Test Conclusion			REJECT



The screenshot shows a user-friendly web interface for the AB testing calculator. It is divided into three main sections:

- Input Section:** Labeled "Insert Numbers Here", it contains input fields for "Number of Conversions, Variant" (50), "Total Traffic, Variant" (1000), "Number of Conversions, Control" (35), "Total Traffic, Control" (1000), and "Test Duration (Days)" (5). A slider for "Number of Conversions, Variant" is also visible.
- Results Section:** Labeled "Conversion Rates", it displays calculated values: "Conversion Rate, Variant" (3.5%), "Conversion Rate, Control" (5.0%), "Conversion Rate Difference" (-1.5%), and "Calculated Lift %" (-30.00%).
- Assumptions and Conclusion Section:** Labeled "Checking Assumptions", it shows "Assumptions satisfied?" as FALSE. A prominent red banner at the top of this section reads "No significant difference". Below this, there are dropdown menus for "Additional Interpretations" and "More Results".

Technologies Used:



Jira Software

- *Github*: Version control and repository
- *React JS*: Frontend framework to build calculators and user interface
- *Material UI*: React library component for styling

Project Goals:

- Make calculators easily understandable
- Non math-oriented users can understand calculated output
- Focus on education, scalability and ease of use for users of all experience levels