

ABBY

**A Django app for A/B test
documentation**

Who?

- Data Scientist at Jimdo
- Jimdo
 - DIY website builder
 - founded in 2007 in Hamburg, Germany
 - > 180 employees in 3 countries (DE, US, JP)
 - > 10 million websites

Twitter: [@datenheini](https://twitter.com/datenheini)

The logo for Jimdo, featuring the word "Jimdo" in a sans-serif font. The "Jim" is in a brownish-gold color, and "do" is in a blue color.

A/B Testing Basics

Medicine:

- placebo = **control group**
- drug(s) = **test group(s)**

Internet company:

- = **old version**
- = **new version(s)**

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A/B Testing Basics

Rules:

- Frame your hypothesis.
- Keep it simple.
- Set a timeframe.

A/B Testing Basics

Best practices:

- Be realistic.
- Grab low-hanging fruits.
- Don't get frustrated.

A/B Testing Basics

2 minutes of science...



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A/B Testing Basics

Significance (p-value):

How often will failed tests lead to positive results?

→ should be 0% (at most 5%)

A/B Testing Basics

Statistical power:

How often will you recognize a successful test?

→ should be 100% (at least 80%)

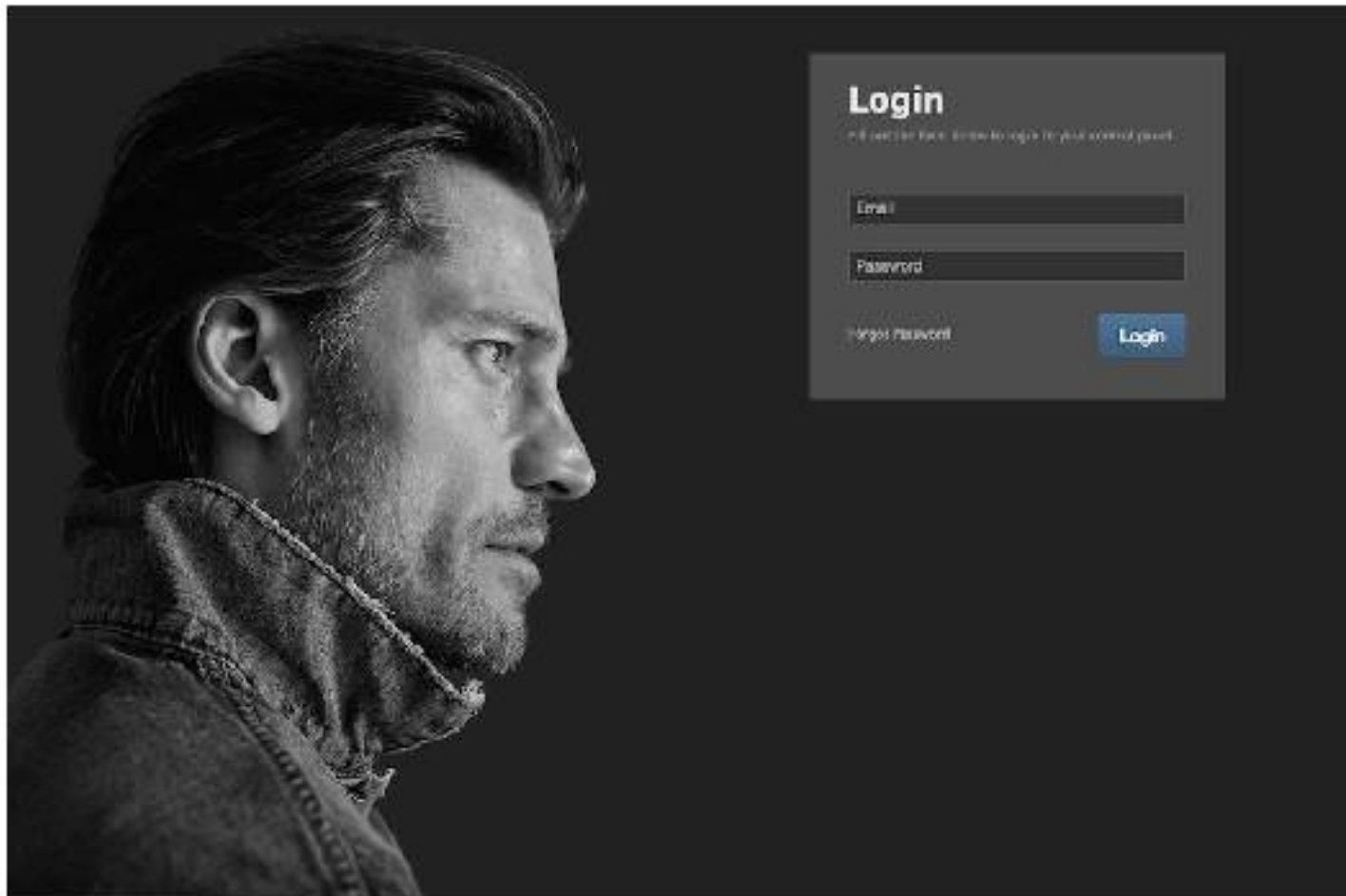
A/B Testing Basics

Evaluation metrics:

- p-value
- statistical power
- effect size
- confidence interval

Let's do a little A/B test

And see what we need documentation for.

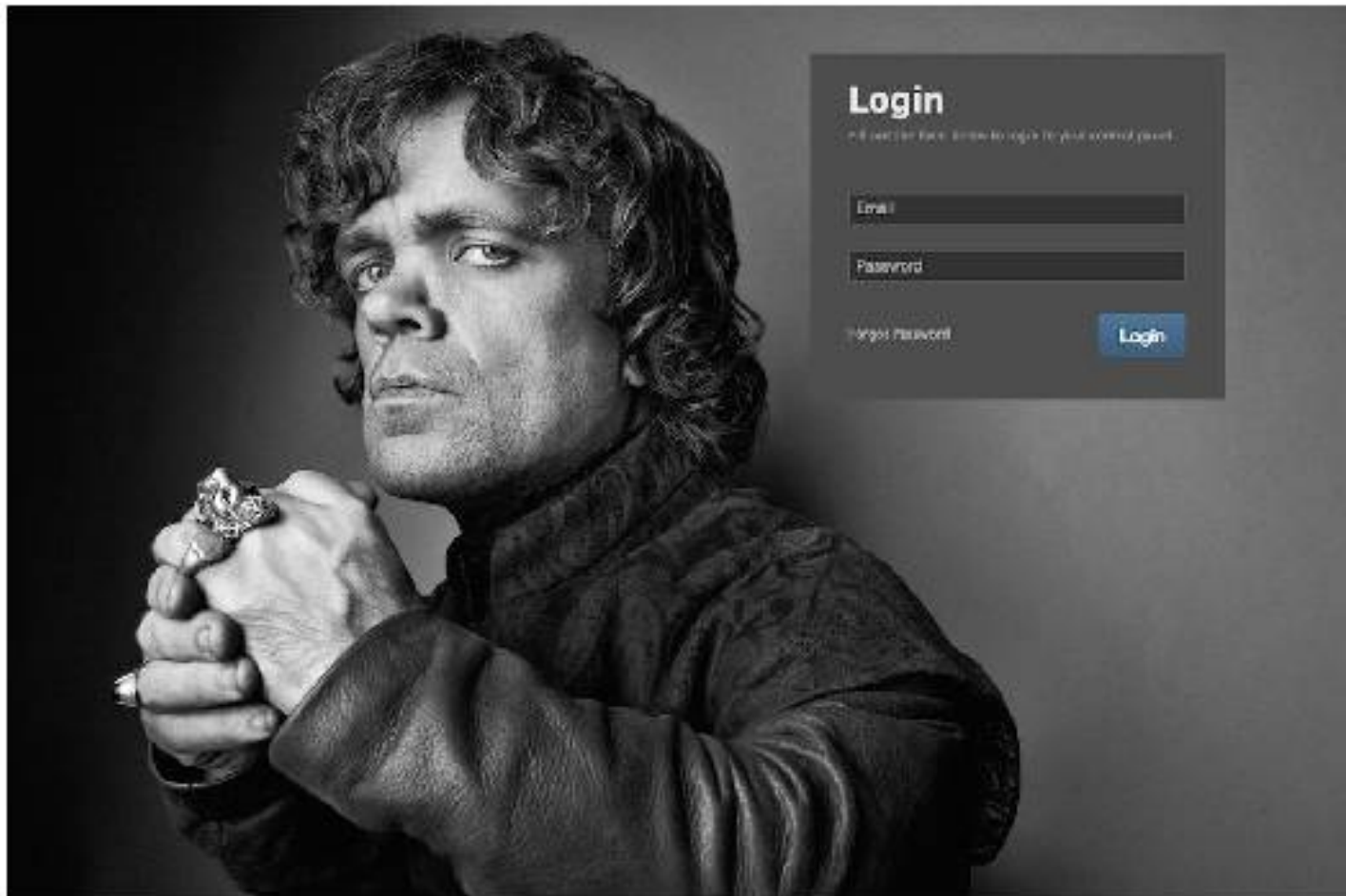


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Why?

Communicating
the results



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Why?

Persisting the results

→ Knowledge Base



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Why?



Avoid duplicated tests

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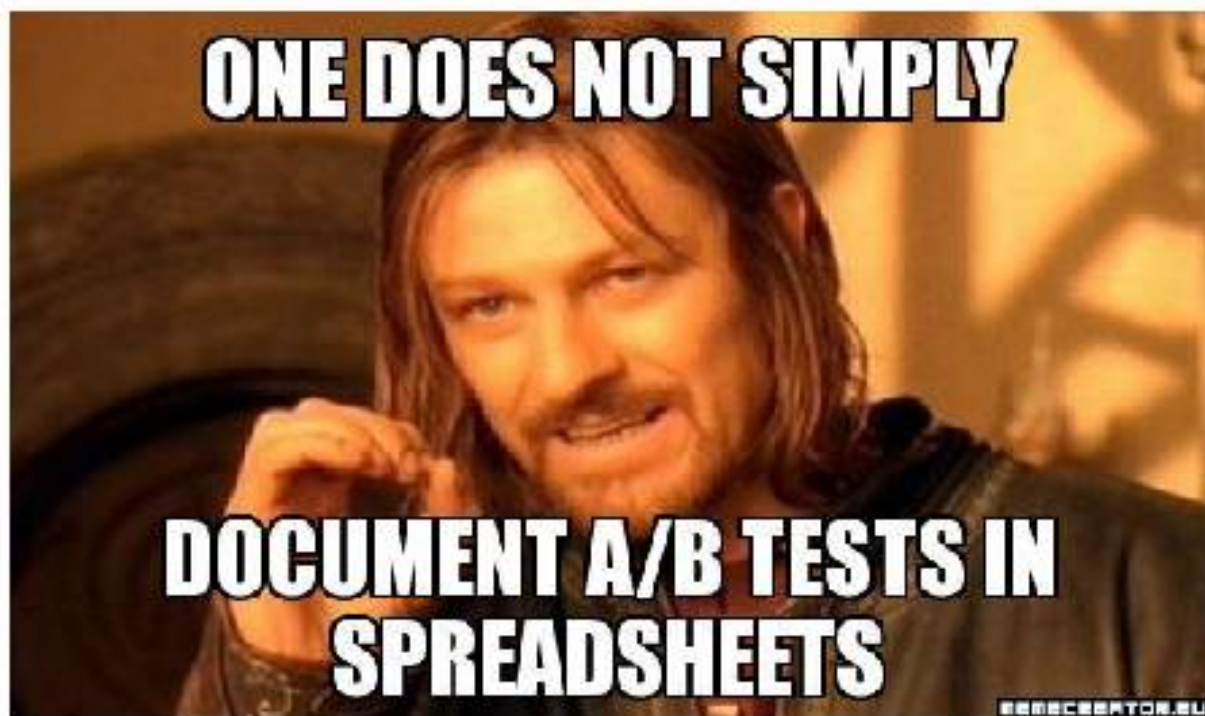
Why?

Everybody has this problem, there needs to be a solution already!

NO!

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Why?



What?

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What?

Central place for *A/B* test documentation

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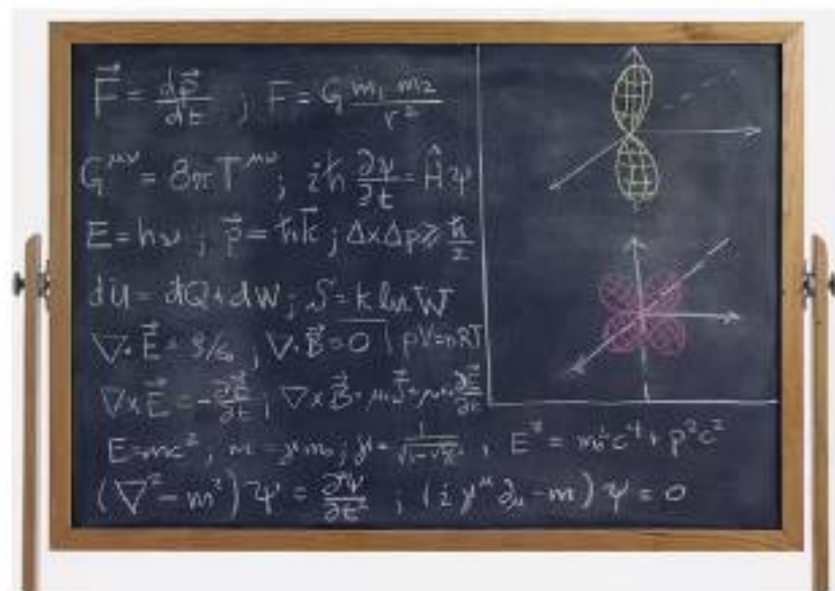
What?

Tests and results self-explaining

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What?

Keep track of
evaluation metrics



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What?

Tries to encourage
best practices



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What?

Productivity gain

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What? Productivity gain!

Reference for daily work

Cross-functional effects

Better understanding of customers

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How?



django



elasticsearch.

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How?

CRUD app (create-read-update-delete)

Test evaluation logic

RESTful API (*WIP*)

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Demo time!

It's your turn!

ABBY is open-source. Have a look:

<https://github.com/Jimdo/abby>



Thank you!