

[Return to Classroom](#)

# Predict Impact of New Menu

## REVIEW

## HISTORY

### Meets Specifications

Excellent! You do well. everything seems to be perfect 🎯  
your answer is clear , concise and readable.  
I enjoy reviewing your submissions thanks.  
Don't forget to give review feedback ★★★★★

### Additional Resources

- ✖ [ab-testing with alteryx](#)
- ✖ [abstract Ab/testing](#)
- ✖ [when to use a/b testing](#)

### Plan Your Analysis

- ✓ The section is written clearly and is concise. The section is written in less than 500 words.

- ✓ Good work on answering all sections as part of the analysis.
- ✓ your answer is clear and is concise

- ✓ All following questions have been answered correctly:

1. What is the performance metric you'll use to evaluate the results of your test?
2. What is the test period?
3. At what level (day, week, month, etc.) should the data be aggregated?

- ✓ Yes, we should use gross margin as the performance metric for this experiment
- ✓ you choose test periods correctly f 12 weeks from 2016-April-29 to 2016-july-21.
- ✓ Yes, we will aggregate the data on a weekly basis and analyze the results accordingly

### Matching Treatment and Control Units

- ✓
  - The appropriate control variables are selected to match treatment and control variables.
  - The decision to include and exclude certain variables is well justified.

- ✓ You have correctly identified the control variables. Sq\_Ft, AvgMonthlySales and you can use region(will not be accepted).
- ✓ Awesome: Excellent work with the correlation table!  
The correlation values are correct - this is hard to get right so really great job! -
- ✓ Yes, we should use trend, seasonality, and average monthly sales as the control variables.

#### Pearson Correlation Analysis

Focused Analysis on Field Gross.Margin

	Association Measure	p-value
AvgMonthSales	0.990982	0.00000***
Sq_Ft	-0.024255	0.78168

Full Correlation Matrix

	Gross.Margin	Sq_Ft	AvgMonthSales
Gross.Margin	1.000000	-0.024255	0.990982
Sq_Ft	-0.024255	1.000000	-0.046967
AvgMonthSales	0.990982	-0.046967	1.000000

- ✓ A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units.

Awesome: A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units.

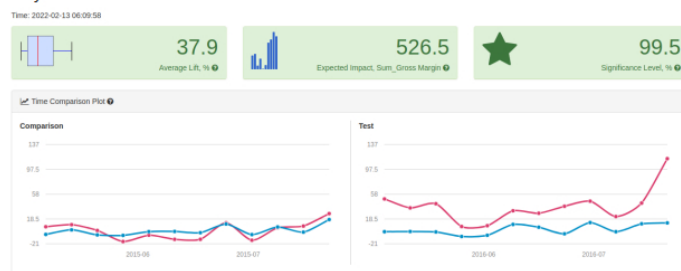
Treatment Store	Control Store 1	Control Store 2
1664	7162	8112
1675	1580	1807
1696	1964	1863
1700	2014	1630
1712	8162	7434
2288	9081	2568
2293	12219	9524
2301	3102	9238
2322	2409	3235
2341	12536	2383

## Analysis and Writeup

✓ The section is written clearly, is concise, and includes at least one data visualization. The section is written in less than 250 words.

✓ Awesome: The lifts are above the 18% lift that we need to justify our costs. This new menu is a big win for the company and we should roll out this new menu as soon as possible!

✓ Awesome: You do great and present good visualization. Remember with good visualization you can rid of many words



- ✓
- The lift and statistical significance calculations are correct.
  - The recommendation is correct and based on the results of the analysis.

- ✓ The lift and statistical significance calculations are correct.
- ✓ The recommendation is correct and based on the results of the analysis.
- ✓ answer is within 5 percentage points for each of the three lift numbers.

[Download Project](#)

[Return to Path](#)