Date: Thursday, April 11, 2019

[MSDS_Business_Reasons_PDF]

A/A test

Aim:

Check that we obtain the desired Type I and Type II errors on samples (units) seeing the same condition. (Sanity check)

Power:

Calculate sample sizes needed

A/A test:

set $\alpha (= 0.05)$. Collect sample that sees condition A. Split data many (say 1000) times and calculate proportion of rejection R.

Results:

a) If $R \approx \alpha$, then we're validated

b) If $R >> \alpha$, then there may be lurking variable that are not accounted for. we need to re-think factors.

* A/A test serves as "sanity check" and validate statistical engine.