
A/B TEST #1 ANALYSIS

*The following pages
are the analysis of A/B
Test run on a social
network*

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Table of Contents

<i>page</i> 3	<i>page</i> 4	<i>page</i> 5	<i>page</i> 6	<i>page</i> 7
<i>Control version of the post with 2 hashtags</i>	<i>Test version of the post with 5 hashtags</i>	<i>Statistical significance calculation</i>	<i>Analysis & Next Step</i>	<i>Appendix</i>

Control Version of the post – 2 hashtags

Published



Published by Mohammed Ikram Nagdawala

Duplicate



Twitter

[View on Twitter](#)



Ikram Nagdawala @IkramN... • Just now
Quote from #DataAnalytics professionals.
#Digitalmarketing



Details

Scheduled time

Friday, May 28 at 10:00am

About the test:

As a part of A/B test #1, **the number of hashtags were tested.** While it's a general belief that use of more hashtags could lead to better engagement because people can easily find and follow what interests them, a [Buffer study on twitter hashtags](#) reveals that **"when you use more than two hashtags, your engagement actually drops by an average of 17 percent."** Hence this notion was tested.

Control Version Post

- For the control version, an image post was published on **Twitter** with **two relevant hashtags** in the headline.
- This post was live for a duration of **72 hours** from Friday 28 May 10:00 am to Monday 31 May 10:00 am
- **At the end** of 72 hours duration period, following metrics were recorded before the post was deleted:
 - **Impressions:** 58
 - **Engagements:** 9

Social Network Platform:

Twitter

Handle:

@IkramNagdawala

Sample size when control was posted:

34 (Followers)

Sample size when test was posted:

65 (Followers)

Tool used to schedule the post:

Hootsuite

Analytics tool to measure the metrics:

Twitter Analytics

Test Version of the post – 5 hashtags


Published ✕

Published by Mohammed Ikram Nagdawala

Duplicate

Twitter [View on Twitter](#)

Ikram Nagdawala @IkramN... • Just now
Quote from #DataAnalytics professionals.
#Digitalmarketing #marketingquotes
#marketingdata #SmarterMarketing



🗨️ ↻ ❤️ ✉️

Details

Scheduled time

Monday, May 31 at 10:00am

Test Version Post

- An exactly same image was published as the test version on **Twitter** but with **five relevant hashtags** in the headline.
- This post was live for a duration of **72 hours** from Monday 31 May 10:00 am to Thursday 3 June 10:00 am
- **At the end** of 72 hours duration period, following metrics were recorded before the post was deleted:
- **Impressions:** 68
- **Engagements:** 1

Hypothesis:

Following the general belief, it was assumed that the **test version** with more number of hashtags **will perform better** in terms of engagement..

Diversion from original plan

- The A/B test was done as planned in terms of length of duration and the variable to be tested. Except for the comparison metric i.e., engagements.
- There wasn't enough quantity of 'likes' and so, **all types engagements** were measured.³

Statistical Significance Calculation

Before any result could be drawn out, the collected data was **verified** in the AB test calculator **to see if the results have reached statistical significance.**

	A	B	C	D	E	F	G
2	Step 1: Enter your Sample Size and Engagements from each version here						
3				Sample Size	Engagement	Enter your results into the blue cells on the left In this case Sample Size = Impressions = Visitors = Reach	
4							
5		Control (aka Version A)	58	9			
6		Test (aka Version B)	68	1			
7							
36	Step 5: Are you test signifiant? Find the answer here.						
37						Read cells C38:E41 to the right, then down. The results of your test (and whether or not they are significant) will be printed for you here. For the logic behind the formulas, feel free to click into the cells.	
38		Control version	engaged	955.2%			
39	Read cells to right, then down	better than	Test version.	We are			
40		100%	certain that the changes in	Control version			
41		will improve your engagement rate.	Your A/B test is statistically significant!				
42							

Result:
The A/B test was statistically significant

Analysis & Next Step

Engagement rate

Control Version
 $9/58 \times 100 = 15.52\%$

Test Version
 $1/68 \times 100 = 1.47\%$

The control version of the post engaged 955.2% better than the test version and was statistically significant at 100% confidence. Hence, control version post was chosen as the winner.

Findings

As opposed to the prediction, the post with less number of hashtags performed better, thus proving the hypothesis to be wrong.

These results also align to the Buffer study on twitter hashtags that “when you use more than two hashtags, your engagement actually drops.”

Next step

- The winner post (i.e., the control post with 2 hashtags) will be posted and **tested again** with a longer version of the text in headline.
- This test will help to understand if new change alters its performance.
- Hence making it clear as to what works best right now for the current audience.

Appendix

A/B Test Plan Tracker

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Post Detail	Owner (list name of DRI for test here)	Status	Test	Social Network	Number of Followers	Start	End	Prediction	Result	Statistically Significant?	Notes	Next Steps
1	Twitter post 2 vs 5 hashtags	Self	Completed	A/B Test 1	Twitter	34	2021-05-31	2021-06-03	Test version (with more hashtags) will perform better	Success	YES	Control version post with 2 hashtags engaged 955.2% better than the test version and was statistically significant at 100% confidence. Declared Control version the winner.	Chose control version post as winner. This post will be tested again with longer headline text to see if it performs even better.
2	Twitter post shorter vs longer text	Self	Not Started	A/B Test 2	Twitter	65	2021-06-14	2021-06-17	Version B (with longer post) will perform better	Success	YES or NO		
3													
4													