Experiment results review



We assess one completed test, quantify uncertainty and write a decision note.

Who it helps

SME managers and reporting teams

The problem to solve

A completed test can appear decisive when the reported difference is small relative to its uncertainty.

Working through the brief

1. **Check how the test was run**

   Gather the agreed inputs. Historical data, comparison periods and the business question.

2. **Estimate the result and uncertainty**

   Track “Test outcome” and “Uncertainty estimate” together so the reviewer can connect the source information to the result.

3. **Write a decision note**

   Use the review to decide whether to act on the evidence, repeat the test or seek more data.

4. **Check the scope at handover**

   Licences, hosting and extra data sources require separate agreement.

Worked example

One test group receives more returning customers. Record the imbalance before interpreting the measured difference.

Read the service scope / DAT-024

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