MATT BACAK'S CHECKLIST

# Checklist 7- Calculating Your Sample Size

**Project Name:** _____ **Date:** _____

| | | Yes | No |
|---|---|---|---|
| | *Characteristically, you are required to determine your sample size in advance before carrying out the test. However, the process of calculating the sample size varies based on the type of AB testing tool applied, as well as the type of test undertaken. Also, the size of the sample varies depending on factors such as the duration of the test. The size of the sample can impact the statistical validity of your tests either positively or negatively. As such, it is imperative to ensure that your sample size is correct. This checklist addresses the factors to consider in calculating your sample size and selecting a sample size calculator.* | | |
| 1 | Use online calculators to calculate the appropriate sample size for your tests. | ☐ | ☐ |
| 2 | Available options in the market include AB Test Guide, Optimizely, Unbounce and AB Tasty. | ☐ | ☐ |
| 3 | Determine whether to show the pilot page to all visitors or some fractions. | ☐ | ☐ |
| 4 | Decide the level of change you require to see (the stronger the change, the smaller the sample size). | ☐ | ☐ |

*Notes*

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5 Avoid using an extremely small sample size since it affects the statistical validity.

6 Ensure you use uniform sampling in your tests.

7 Use a properly randomized test to avoid the 'Simpson's paradox'.

8 Ensure your experimental controls are equal to avoid deriving inaccurate data.

9 Check that the performance range and sample size are equal.

10 Consider using stratified sampling to ensure even distribution of.

**Selecting A Sample Size Calculator**

11 Check that the calculator has the ability to detect the Minimum Detectable Effect.

*Notes*

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**12** Check the capabilities of the calculator's stat engines. ☐ ☐

**13** Check that the calculator is able to determine the baseline conversion rate. ☐ ☐

**14** Determine the calculator's ability to provide a 95% or higher statistical significance. ☐ ☐

**15** Check whether or not the calculator can stop the test when a large sample size is presented. ☐ ☐

**16** Select a calculator that is able to stop the test when a long enough test duration is achieved. ☐ ☐

*Notes*