

Your first falsifiable hypothesis

⌚ approx. 20 min

Module: A/B Testing for Non-Statisticians

Type: mini-audit

Task: Pick one element in your shop that you want to change, for example a headline, a button, or a product page. Write your hypothesis using this format: If we change X, then Y will increase or decrease by Z percent, as measured by metric M. Check that only one variable is being changed and that the opposite outcome is, in principle, possible.

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. Where in your shop are decisions currently based on opinions, and where are they based on parallel data?

2. Which hypothesis would you test first if you had to run every test in parallel with random assignment starting tomorrow?

3. How would you explain to a colleague why before-and-after is not valid proof?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.