

S#	Date	Topic	Readings	Assignments Due (before 9.00 AM on the day of the class)
1	Wed. 1.17	Introduction to the course		
2	Mon. 1.22	What are experiments and why should we run them?	The Surprising Power of Online Experiments: <a href="https://hbr.org/2017/09/the-surprising-power-of-online-experiments">https://hbr.org/2017/09/the-surprising-power-of-online-experiments</a>  Chapter 1 from the book Trustworthy Online Controlled Experiments: <a href="#">A Practical Guide to A/B Testing. Ron Kohavi, Diane Tang, and Ya Xu (2020)</a>	Individual assignment 1
3	Wed. 1.24	Case study: Booking.com	<b>(HBSP Coursepack)</b> Booking.com	Individual assignment 2
4	Mon. 1.29	Case study: Rocket Fuel	<b>(HBSP Coursepack)</b> Rocket Fuel: Measuring the Effectiveness of Online Advertising	Individual assignment 3  Finalize Groups
5	Wed. 1.31	Designing experiments 1		
6	Mon. 2.5	Designing experiments 2		
7	Wed. 2.7	Case study: Uber	<b>(HBSP Coursepack)</b> Innovation at Uber: The Launch of Express POOL	Group project proposal
8	Mon. 2.12	Case study: Uber (cont.)	<b>(HBSP Coursepack)</b> Innovation at Uber: The Launch of Express POOL	Individual assignment 4
9	Wed. 2.14	Other topics		
10	Mon. 2.19	Guest lecture: Experimentation in industry, by Dr. Sandeep Gangarapu, Apple		
11	Wed. 2.21	TBD		
12	Mon. 2.26	Group Project Presentations		Group project report  Anonymous peer evaluations
13	Wed. 2.28	Remaining presentations and Wrap up		

Link to HBSP Coursepack: <https://hbsp.harvard.edu/import/1132772>

**TA sessions on Zoom:**

<https://cmu.zoom.us/j/96011427998?pwd=SnZaY0I3THhxdzdYTTFVEa3B6TG10dz09>

Date and Time	Topic
Fri. 1/26 from 4 PM to 6 PM	Data analysis tutorial and office hours, zoom recording will be made available

**Evaluation:**

Individual assignment 1	5
Individual assignment 2	5
Individual assignment 3	15
Individual assignment 4	25
Group project	40
Class participation	10
<b>Total</b>	<b>100%</b>

[Group project instructions](#)