Experimenting at Scale
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A/B tests and multivariate experiments are widely used by web companies to make decisions about everything from user interfaces to backend system architectures to machine learning algorithms. The enormous volume of web data, the pace of product changes, and the financial stakes involved have required us to change the way we think about some seemingly basic concepts in experiment design and analysis. In this talk, we will discuss how to design a system for rapidly and reliably evaluating the impact of new product ideas at massive scale.