

# Resources – Testing

- Statistical Significance/Cell Size:
  - <https://www.evanmiller.org/ab-testing/chi-squared.html>
  - <https://www.evanmiller.org/ab-testing/sample-size.html>
- Marketing Experiments (sample test data):
  - <http://www.marketingexperiments.com/>
- Craig Sullivan Presentations:
  - <http://www.slideshare.net/sullivac>
- Spurious Correlations
  - <http://tylervigen.com/spurious-correlations>