
Background
A/B testing has long been established as an effective means of guiding product development, but has mainly been applied in web-facing businesses with access to very large sample sizes. Business-to-business applications are challenging, both due to the inherently smaller sample sizes and the stronger and often strongly opinionated customer position with regards to access to their data. As an added complication, the products provided in a business-to-business context – as in Ericsson’s case – can be business and safety critical, limiting the readiness to tolerate experimentation in live environments.

Recent efforts in the automotive industry have sought to overcome such challenges by drawing on methods used in e.g. medicine, through careful design of control and treatment groups, allowing conclusions to be drawn even from small sample sizes. Understanding the extent to which such methods would be applicable to Ericsson’s customers and portfolio, along with the strengths, weaknesses and opportunities involved would be highly valuable the the company’s product development and management capabilities.

Thesis Description
The thesis proposal aims to determine the relevancy and applicability of the above approach to A/B testing to Ericsson’s customers and portfolio. The proposed methodology for achieving this is literature studies to determine state of the art, both of A/B testing in general and in the automotive context, combined with interviews with domain experts within Ericsson to better understand if, how and where similar methods may be effectively applied to networking solutions.

Qualifications
This project is intended for students in industrial engineering and management, specializing in machine learning.

Extent
2 students, 30hp each

Location
Ericsson AB Mjärdevi, Linköping

Preferred Starting Date
Spring 2022

Keywords
A/B Testing, Machine Learning, Knowledge Management, Business-to-Business

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