

ABSTRACT

A computerized method for controlled testing, comprising: providing a design specification for event data, the design specification including at least one of an event data source, an event data filter, and an event format; retrieving testing metrics; configuring testing events based on the design specification, by: retrieving testing events from the event data source specified in the design specification; filtering the retrieved testing events based in the design specification; and formatting the filtered testing events based on the design specification; generating analysis data by applying testing metrics to the configured event data; generating output data based on testing rules; and generating a user interface to display the output data.