Bridebook – Data Scientist - Task

Introduction

The Product team at Bridebook has conducted an AB test of the user onboarding flow. As a Data Scientist at Bridebook, you have been asked to analyse the outcomes of the AB Test and provide a recommendation to the business on what next steps to take. Details of the AB test are provided below. Please aim to spend no more than a few hours on completing the task.

Background

Upon registering, users on Bridebook must complete a 10-step onboarding process. Roughly 84% of users complete onboarding. Upon completing onboarding, users are prompted with a screen that uses the information from onboarding to populate the following sentence: "There are X venues near Y location that can accommodate Z guests," with a CTA (call to action) to perform a search and see these venues. Previous research suggests that users who do not add a location during onboarding are less likely to perform searches and send enquiries to venues.

The product team wanted to increase the proportion of registered users who search for venues and, ultimately, send them enquiries; therefore, they created an A/B test with three variants:

Variant 1 hid the option of choosing "Undecided" on the location step of onboarding (leaving only data entry or SKIP as options).

Variant 2 hid the text around the counts of venues in your location on the CTA, leaving only "We found some perfect venues for you!".

Variant 0 was the control.

Only new users who saw the location step were included in the test.

Please note that as we are constantly changing and upgrading our product, the current onboarding process on the app might look slightly differently. Therefore, screenshots from the relevant parts of the onboarding process during the AB test are attached below to assist you.
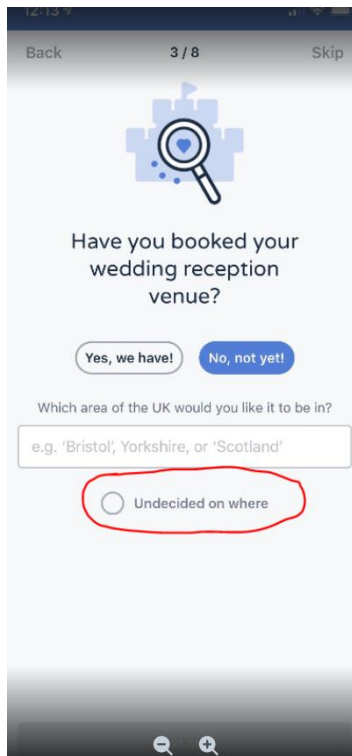
Task

Please use Python to analyse the AB test data and document your findings and conclusions **as if you were sharing them with the product team**. Some questions you might want to consider are:

- What was the outcome of this test?
- What business recommendations would you suggest off the back of the results?
- Are there any other findings/suggestions that come from the data?
- What additional questions would you want to investigate given more time/data?
- Any other comments or improvements that come to mind.

Please submit a short slide deck with your findings (as if they were being presented to the product team) and the Jupyter Notebook/Python script that shows the work/calculations you have performed.

Onboarding Screenshots

Variant 1 – Hide "Undecided on where" option during the location step of onboarding

Variant 2 - hide count of venues on the CTA, leaving only "We found some perfect venues for you!"