

# Globox international



**A/B Test**

**Report**

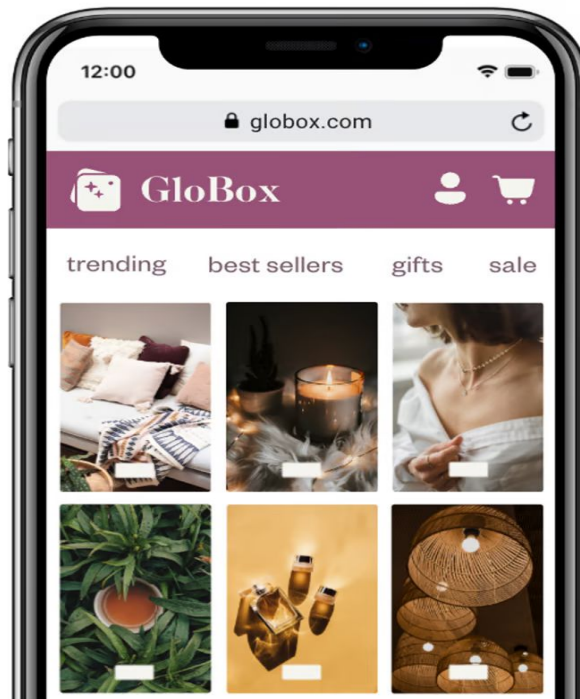
# BACKGROUND

## The Outlook of the two websites

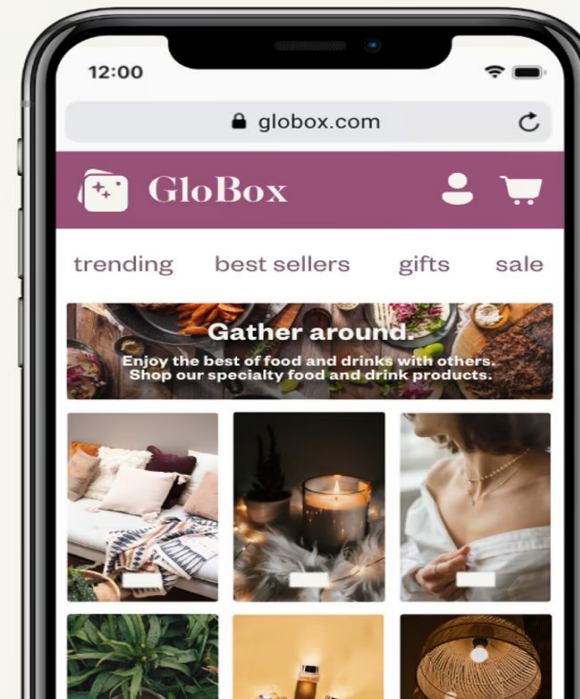
Success Metrics:

- 1) Conversion Rate
- 2) Average Spent per User

Group A: Control  
existing landing page

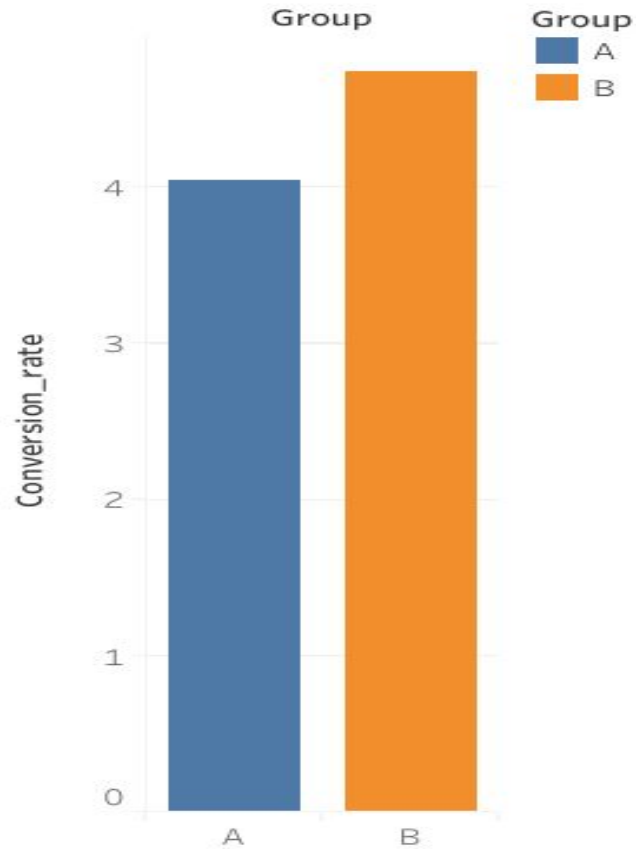


Group B: Treatment  
landing page with food & drink banner

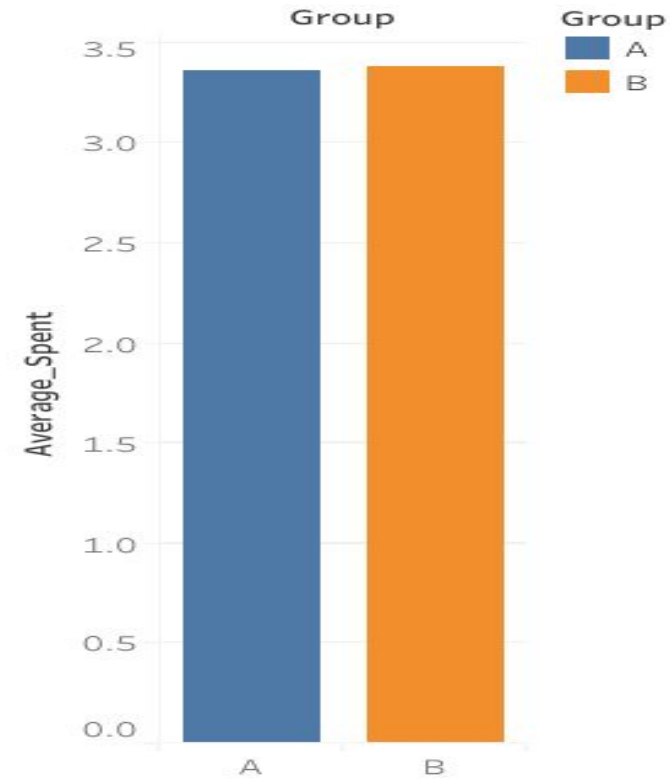


# Comparing the Two Groups

Conversion Rate  
Across Each Group

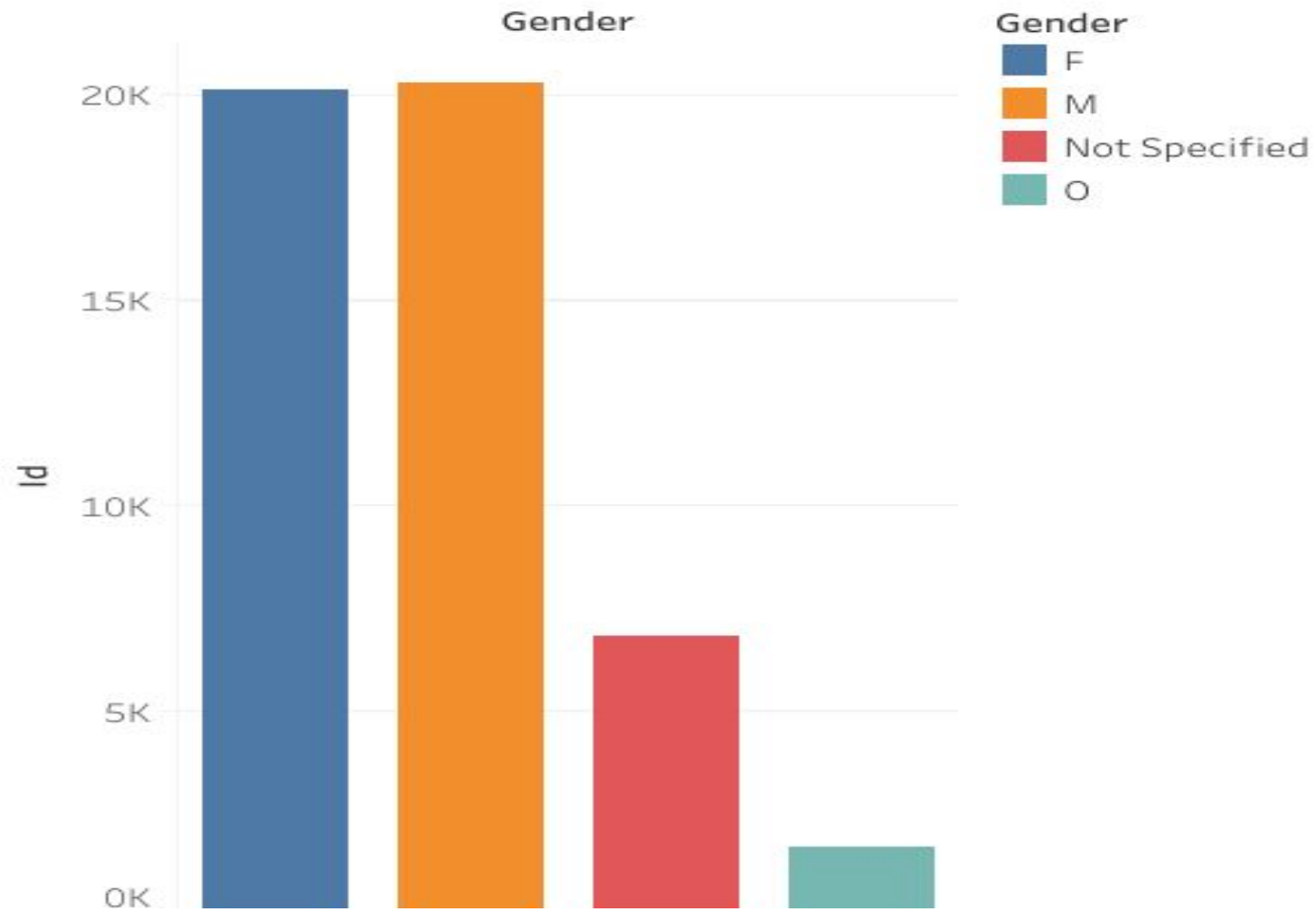


Average Amount  
Spent Across Each  
Group



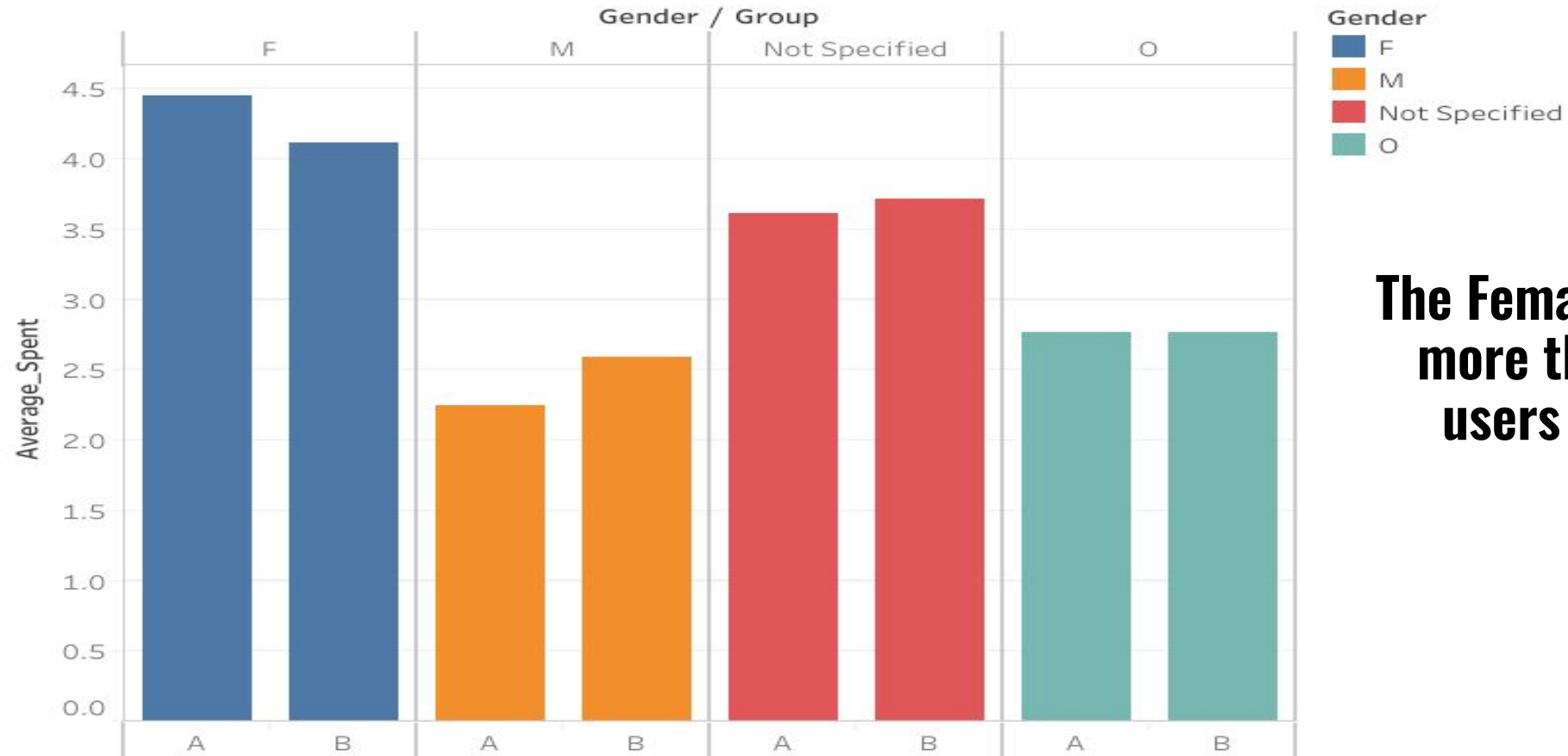
- Chart A show that there is slight different between the two group based on Conversion Rate
- Chart B show that there is little or no different between the two group based on the Average amount spent per user

# Gender Distribution



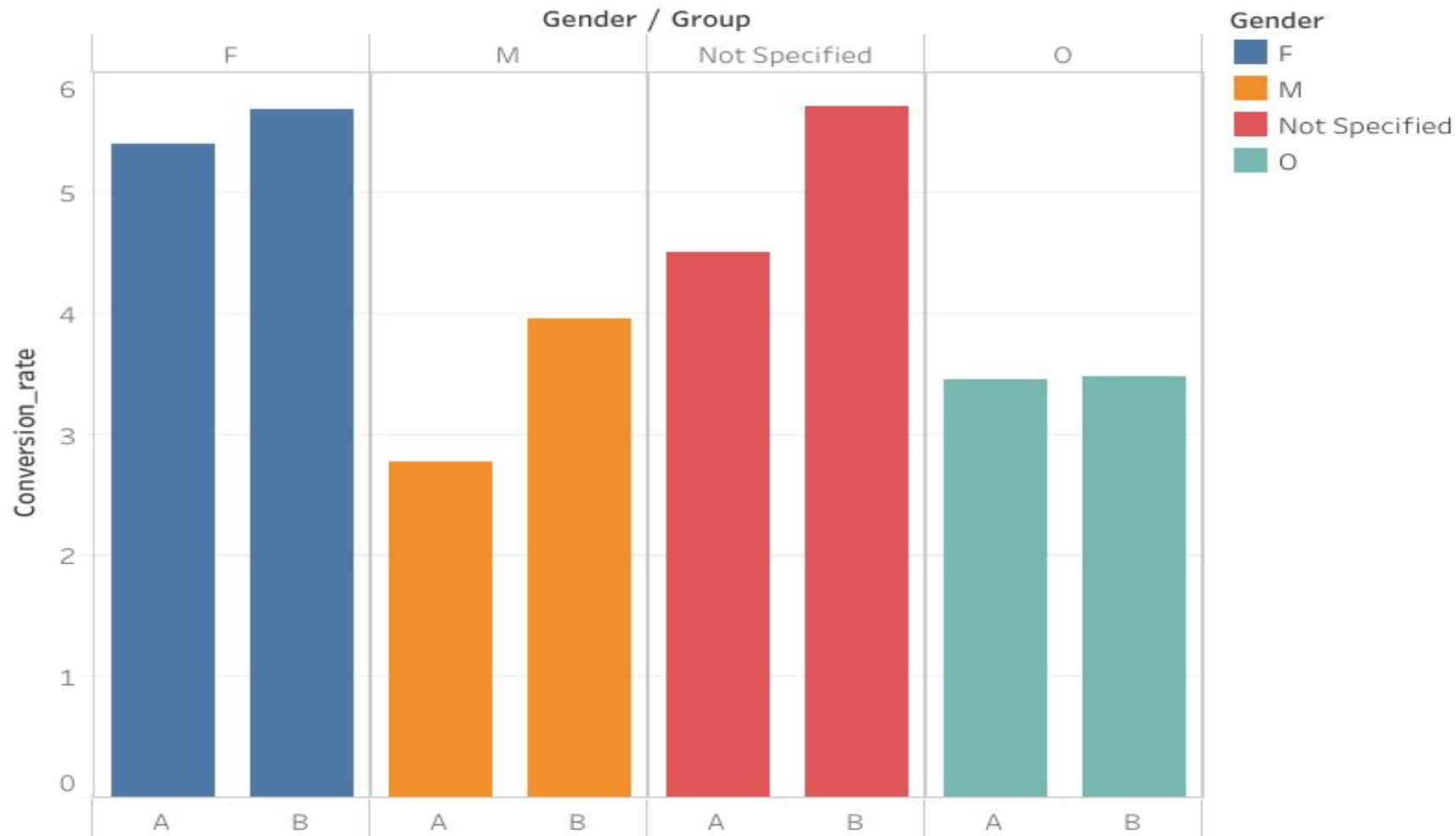
# Performance based on Gender (Average Amount Spent)

Gender Against Average Amount Spent Across the Groups



**The Female users spent more than the male users and others.**

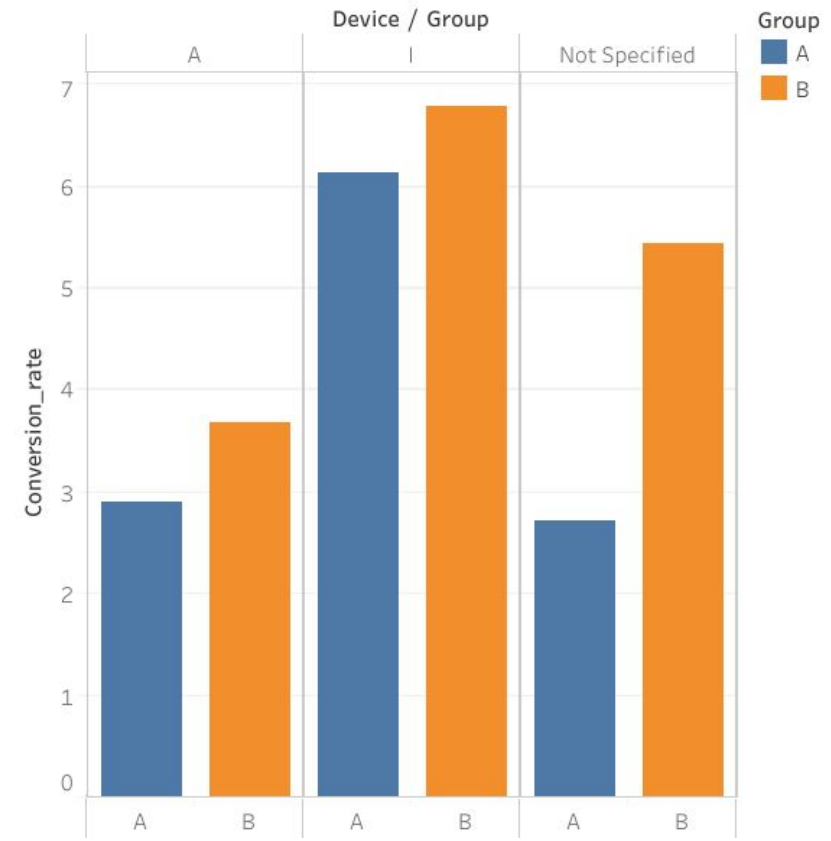
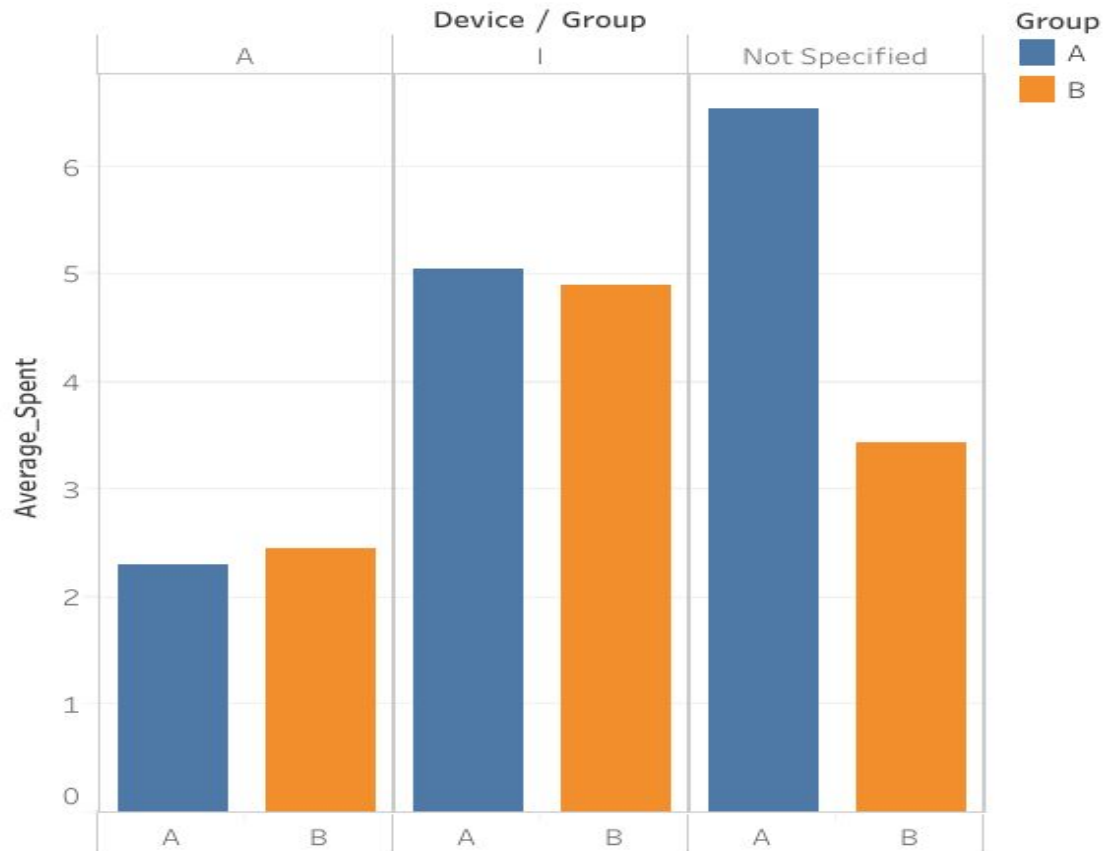
# Performance based on Gender (Conversion Rate)



**The Female users were more active and spent more than the male users**

# Performance Based on Devices used

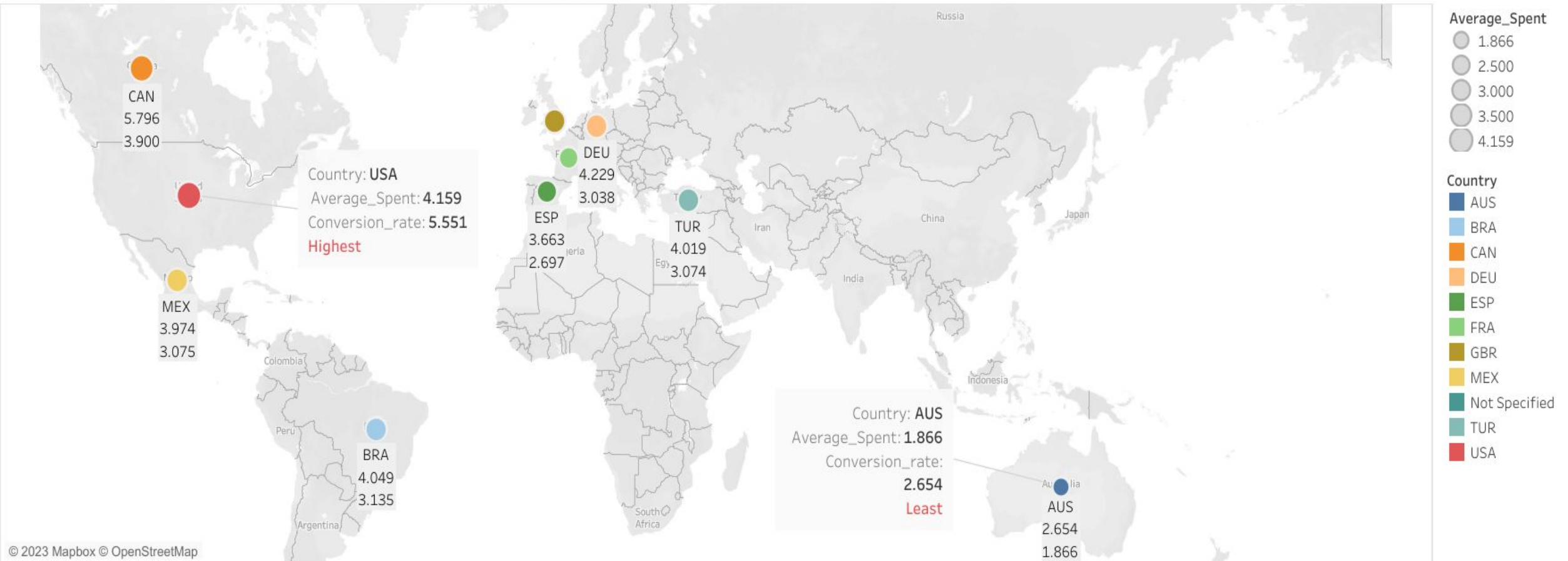
Device with Average Amount spent



**It shows that higher number of Iphone user were active more**

# Performance based on Location

## Conversion Rate and Average Amount Spent across Countries



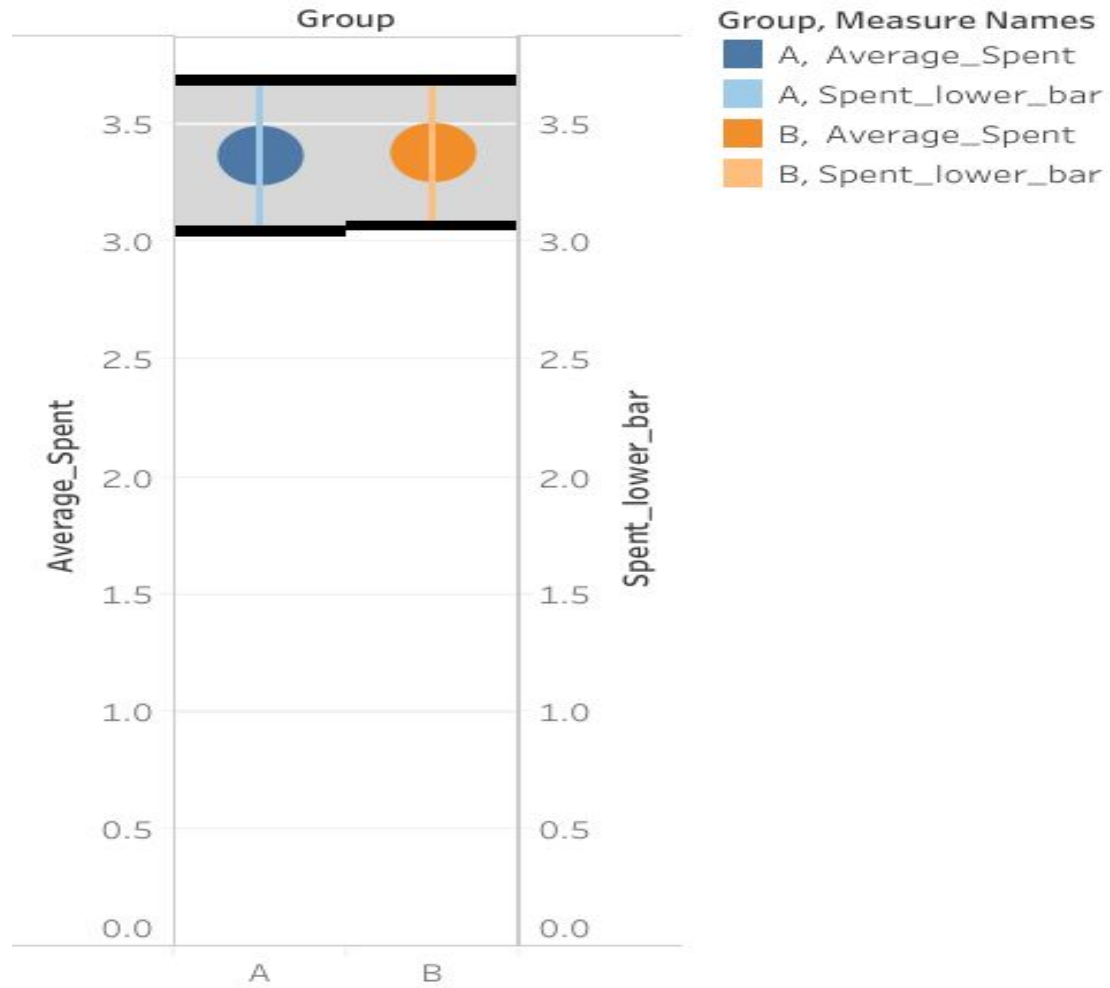


# Summary of Key Findings

- There is a slight difference in the Conversion Rates between the two groups.
- There is No significant difference in the Average Amount spent per user between the two groups.
- The Female gender were more actively engaged and spent more.
- There were more conversion on the iphone. *(However, we should underscore the fact that we do not have record of the devices used by a significant number of users spending more )*
- There were more conversion and spendings in North America (Canada and US)

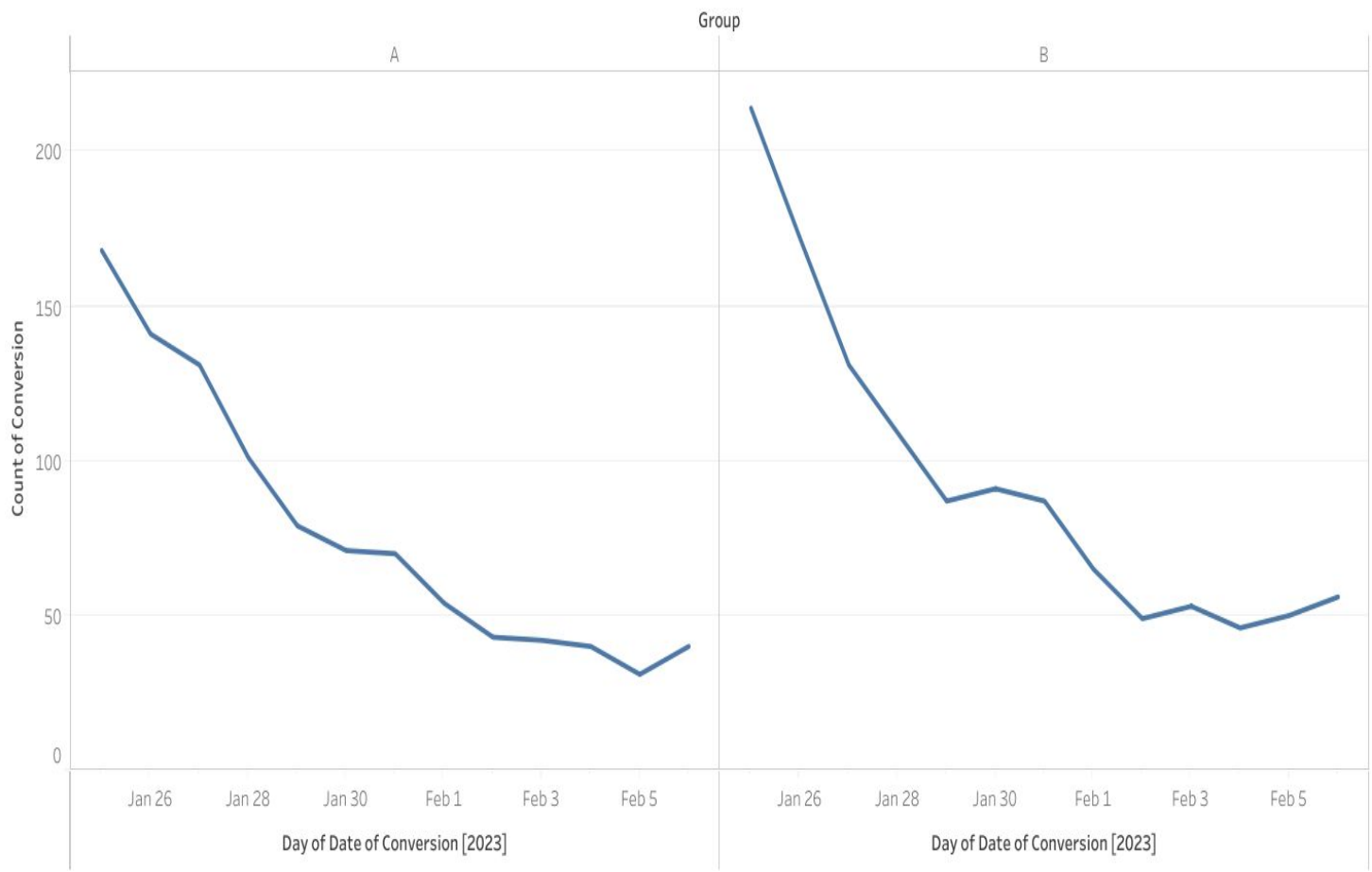
# Further Analysis

Sheet 12



# Conversion with Date

Date against number of Conversions in each group



There is spike at the start of the experiment but this lower as experiment continued. Around Feb 3 there is a rise again.

# **RECOMMENDATION**

**I Recommend that this experiment be ran for a longer period with a larger number of user involved.**

**I suggest that the experiment run for a month and we aim at 90,000 users.**

**I believe the cost for running this experiment will be compensated for at the long run.**