

✅ A/B Test Conclusion: Subscription Pricing Strategy

🔧 Test Overview

- **Group A** was offered a standard subscription for **\$4.99**.
- **Group B** received the same offer, but **framed as a 50% discount**.
- The test ran from **July 3 to July 25, 2023** (21 days).

📊 Key Results

Metric	Group A	Group B
Users	10,013	9,985
Conversions	611	889
Conversion Rate	6.1%	8.9%
Relative Uplift	—	+45.9%

Interpretation: Group B's conversion rate was significantly higher than Group A's.

🔬 Statistical Significance

- **Test used:** One-tailed **Student's t-test** (`alternative='less'`)
- **t-statistic:** `-7.53`, **p-value:** `< 0.01`
- **Confidence level:** 95%

✅ **Result:** The difference is **statistically significant** — we can **reject the null hypothesis** that there is no effect.

📈 Visual Insights

- **Bar Plot with 95% CI** confirms Group B consistently outperforms Group A.
- **Time Series:** No irregular spikes or drop-offs in daily conversion trend — results are consistent throughout the test period.

🧠 Conclusion & Recommendation

Framing the subscription offer as a **"50% discount"** (Group B) led to a **statistically and practically significant uplift** in conversions (**~46% increase**).

➡ **Recommendation:** Roll out the discounted messaging ("50% off") as the default presentation for the \$4.99 subscription offer to maximize conversion rates and revenue.