

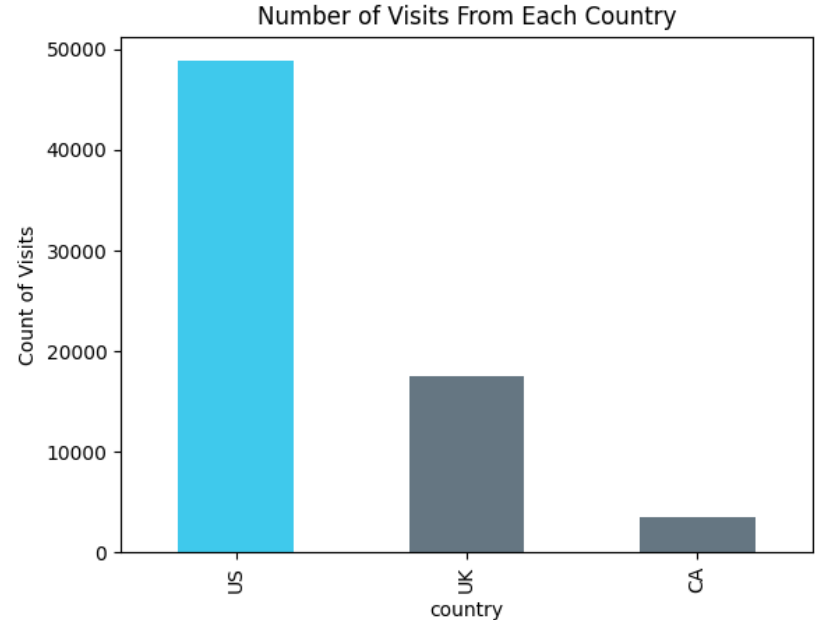
Analyze A/B Test Results



How Was The Experiment Implemented?

Total Variant Visitors: **35211**

Total Control Participants: **34678**



Conversion Rates

	U.S.	U.K.	CA
Control	10.7%	10.2%	9.4%
Treatment	15.8%	14.9%	15.4%

Executive Summary: This suggests that “Treatment” increases conversion by around 5%, but the “Country” doesn’t significantly affect the results.

Experiment Results

Treatment Conversion Rate: **15.5%**

Control Conversion Rate: **10.5%**

Delta in Treatment vs. Control Conversion Rate: **0.050**

p-value: **0**

Conclusion: In this case, the p-value is 0, so we reject the null hypothesis. The Treatment/Variant page is better in converting users than the control page. This may be due to users loving a new design, or that the new design makes the click easier to access and more visually appealing.

Country Results

Conclusion: Differences are super low and statistically insignificant.