Analyze A/B Test Results

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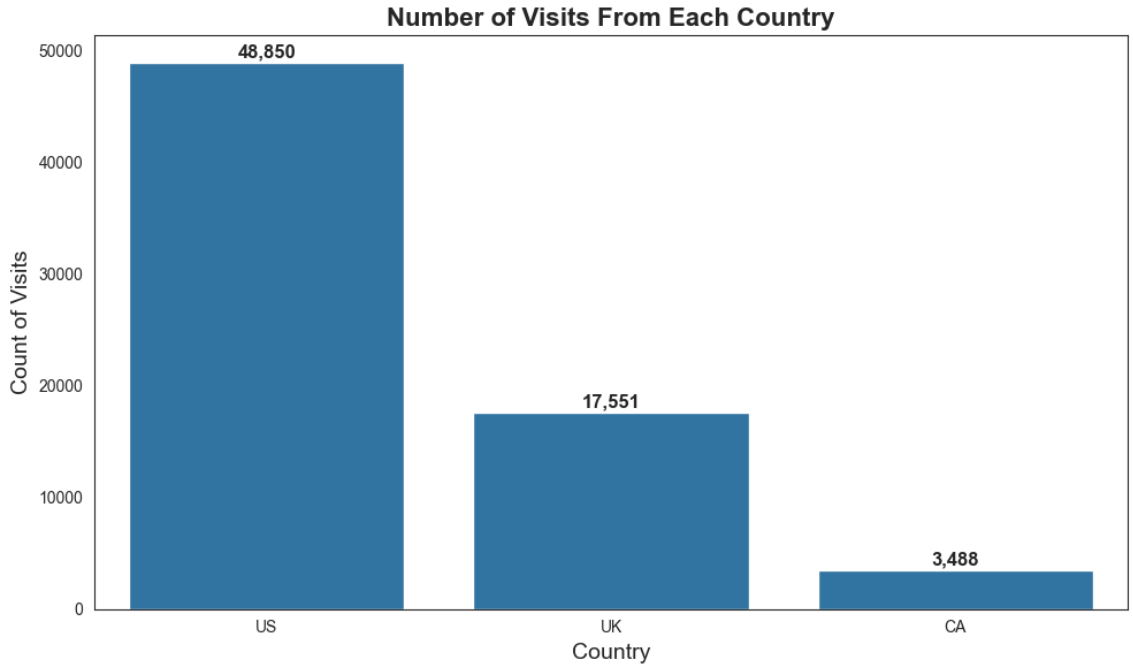
How Was The Experiment Implemented?

Total Variant Visitors: 35211

Total Control Participants: 34678



Conversion Rates

	U.S.	U.K.	CA
Control	10.7%	10%	9%
Treatment	15.8%	14%	15%

The Treatment group generally had higher conversion rates than the Cntrol group across all countries. In the US, UK, and Canada, the Treatment group outperformed the Control group by a noticeable margin. This suggests that the new page (Treatment) leads to better conversion rates, though country differences may also play a role, which would require further testing to confirm.

Experiment Results

Treatment Conversion Rate: 15.53%

Control Conversion Rate: 10.53%

Delta in Treatment vs. Control Conversion Rate: 5.00%

p-value: 0.000

Conclusion: the new page (Treatment) has a statistically significant higher conversion rate than the old page (Control), with a p-value of 0.000, indicating that the difference is unlikely to be due to random chance. From a practical perspective, this suggests that the new page performs better in converting users, which could lead to increased user engagement or sales. Therefore, implementing the new page could be a beneficial step in improving overall conversion rates.

Country Results

Conclusion: **there are noticeable differences in conversion rates between the treatment and Control groups across countries. In the US, the Treatment group has a higher conversion rate of 15.8%, compared to the Control group's 10.7%. The Treatment group in the UK also performs slightly better with a 14% conversion rate versus 10% for the Control group, and in Canada, the Treatment group significantly outperforms with 15% compared to 9%. These results suggest that the new page (Treatment) generally leads to better performance across all countries, though further statistical testing is needed to confirm whether these differences are statistically significant.**