

Feature Release: Save as a Draft

Requested By (PM): Cláudia Rosado

Product: Otomoto, Autovit, Standvirtual (desktop)

Feature: Save as Draft (Button in Posting Flow)

Goal Description / User Behavior to Change: “Understand if users are interested in”save ads as a draft" and check if having this option reduce the posting flow conversion rate."

Main Metric to Impact: Posting Flow Conversion Rate (posting_add_click / posting_form)

Metric Goal to Achieve: Don't decrease Posting Flow Conversion Rate

Expected Release Date:

Effective Release Date:

Related JIRA Ticket: GVPI-117

Conclusions

This is not the final reports as it isn't finished. It's not finished because we cannot draw statistically relevant conclusions from the data that we have at current moment (11th/Oct - 24th/Oct). In this particular case, for all the countries (OTO, AUT, STV), we don't have the needed sample size with a statistical power greater than 0.8 (currently: OTO(0.2768531), AUT(0.2167030), STV(0.07786580)). The difference between “Original”(A) and “Variation With Save Draft Button”(B) conversions rates is between -0.881 p.p. (-1.84%) in STV and +0.0141 (2.01%) in OTO.

As the differences between A and B are very small, we need a bigger sample (recommended samples: OTO(65188), AUT(16143), STV(50465)). These bigger samples would take the test to run for more 2 months. Even then, **I my personal opinion/intuition**, we wouldn't see big differences.

Nevertheless, it's necessary to fix the “save draft” button's tracking before ending the test, as I would like to test another hypothesis: people are saving drafts, abandoning the posting flow, recovery the ad in their personal account and posting it from there.

Otomoto

id	name	period	PopulationMetric	PopulationValue	SuccessMetric	SuccessValue	ctr
9010710728	Original	Oct 11, 2017 - Oct 24, 2017	posting_form	15538	posting_add_click	10823	0.6965504
9009940388	Variant with Button	Oct 11, 2017 - Oct 24, 2017	posting_form	15543	posting_add_click	10937	0.7036608

```
##
##      Two-sample comparison of proportions power calculation
##
##              n = 15538, 15543
##              p1 = 0.6965504
##              p2 = 0.7036608
##      sig.level = 0.05
##      power = 0.2768531, 0.2769267
##      alternative = two.sided
##
## NOTE: n is number in *each* group
```

Autovit

id	name	period	PopulationMetric	PopulationValue	SucessMetric	SucessValue	ctr
9024060291	Original	Oct 11, 2017 - Oct 24, 2017	posting_form	2848	posting_add_click	2045	0.7180478
9010870766	Variant with Button	Oct 11, 2017 - Oct 24, 2017	posting_form	2658	posting_add_click	1871	0.7039127

```
##
##      Two-sample comparison of proportions power calculation
##
##              n = 2848, 2658
##              p1 = 0.7180478
##              p2 = 0.7039127
##      sig.level = 0.05
##      power = 0.2167030, 0.2051661
##      alternative = two.sided
##
## NOTE: n is number in *each* group
```

Standvirtual

id	name	period	PopulationMetric	PopulationValue	SucessMetric	SucessValue	ctr
9031150194	Original	Oct 11, 2017 - Oct 24, 2017	posting_form	1878	posting_add_click	881	0.4691161
9016300173	Variant with Button	Oct 11, 2017 - Oct 24, 2017	posting_form	1925	posting_add_click	920	0.4779221

```
##
##      Two-sample comparison of proportions power calculation
##
##              n = 1878, 1925
##              p1 = 0.4691161
##              p2 = 0.4779221
##      sig.level = 0.05
##      power = 0.07786580, 0.07884944
##      alternative = two.sided
##
## NOTE: n is number in *each* group
```