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 Convertion Rate (posting_add_click / posting_form)
Metric Goal to Achieve: Don't decrease Posting Flow Convertion Rate
Expected Release Date:
Effective Release Date:
Related JIRA Ticket: GVPI-117

Conclusions

UPDATED: 17-11-2017

OTOMOTO: Test already finished with +1.06p.p (+ 1.6%) advantaged for the variant with save draft button.
Results:
Original - 66.2 %
Variant with Button - 67.3 %

AUTOVIT: Test not finished (insufficent number of samples). Until now + 0.04 p.p (0.06%) advantaged for the variant with save draft button.
Results:
Original - 70.92 %
Variant with Button - 70.97 %

STANDVIRTUAL: Test not finished (insufficent number of samples). Until now + 1.79 p.p (4%) advantaged for the variant with save draft button.
Results:
Original - 44.60 %
Variant with Button - 46.39 %

20-10-2017
This in 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 hyphothesis: people are savings drafts, abandoning the posting flow, recovery the ad in their personal account and posting it from there.

Otomoto

```
## Warning: package 'kableExtra' was built under R version 3.4.2
```

id	name	period	PopulationMetric	PopulationValue	SucessMetric	SucessValue	ctr
9010710728	Original	Oct 11, 2017 - Nov 14, 2017	posting_form	44764	posting_add_click	29626	0.6618265
9009940388	Variant with Button	Oct 11, 2017 - Nov 14, 2017	posting_form	44493	posting_add_click	29921	0.6724878

```
##
##      Two-sample comparison of proportions power calculation
##
##              n = 44764, 44493
##             p1 = 0.6618265
##             p2 = 0.6724878
##      sig.level = 0.05
##          power = 0.9229047, 0.9214104
##    alternative = two.sided
##
## NOTE: n is number in *each* group
```

Autovit

id	name	period	PopulationMetric	PopulationValue	SucessMetric	SucessValue	ctr
9024060291	Original	Oct 11, 2017 - Nov 14, 2017	posting_form	6735	posting_add_click	4777	0.7092799
9010870766	Variant with Button	Oct 11, 2017 - Nov 14, 2017	posting_form	6638	posting_add_click	4711	0.7097017

```
##
##      Two-sample comparison of proportions power calculation
##
##              n = 6735, 6638
##             p1 = 0.7092799
##             p2 = 0.7097017
##      sig.level = 0.05
##          power = 0.02832219, 0.02829692
##    alternative = two.sided
##
## NOTE: n is number in *each* group
```

Standvirtual

id	name	period	PopulationMetric	PopulationValue	SucessMetric	SucessValue	ctr
9031150194	Original	Oct 11, 2017 - Nov 14, 2017	posting_form	5231	posting_add_click	2333	0.4459950
9016300173	Variant with Button	Oct 11, 2017 - Nov 14, 2017	posting_form	5327	posting_add_click	2471	0.4638633

```
##
##      Two-sample comparison of proportions power calculation
##
##              n = 5231, 5327
##             p1 = 0.445995
##             p2 = 0.4638633
##      sig.level = 0.05
```

```
##          power = 0.4503122, 0.4569552
##    alternative = two.sided
##
## NOTE: n is number in *each* group
```