


Кількість жінок серед підписників

VARIANT A: 1846 - 1405 = 441

VARIANT B: 1845 - 1104 = 741



AB Testguide

Is your test result significant? Does it have enough power?
Play with the controls and get a better feel for how a lower confidence level will boost the power or how an increase in test size can make a small CR-difference significant!

Pre-test calculation or post-test evaluation?

☐ Pre-test analysis

☒ Test evaluation

Test data

Visitors A

1846

Conversions A

441

Visitors B

1845

Conversions B

741

Apply changes

Settings

Hypothesis ^(?)

☐ One-sided

☒ Two-sided

Confidence ^(?)

☐ 90%

☒ 95%

☐ 99%

Test result

Significant test result!

Variation B's observed conversion rate (40.16%) was 68.12% higher than variation A's conversion rate (23.89%). You can be 95% confident that this result is a consequence of the changes you made and not a result of random chance.



The expected distributions of variation A and B.



Conversion Rate Control

Conversions A / Visitors A

23.89%

Conversion Rate B

Conversions B / Visitors B

40.16%

Relative uplift in Conversion Rate

$CR_B - CR_A / CR_A$

68.12%

Observed Power

100.00%

p value

0.0000

Z-score

$(CR_B - CR_A) / SE_{\text{difference}}$

10.7594

Standard error A

$(CR_A * (1 - CR_A) / \text{Visitors}_A)^{1/2}$

0.009925

Standard error B

$(CR_B * (1 - CR_B) / \text{Visitors}_B)^{1/2}$

0.011413

Std. Error of difference

$SE_{\text{difference}} = (SE_A^2 + SE_B^2)^{1/2}$

0.015125

Baseline conversion rate: 23.89 %

23.89%

[\[link \]](#)

Minimum Detectable Effect: 68.12 %

7.62% – 40.16%

The Minimum Detectable Effect is the smallest effect that will be detected $(1-\beta)\%$ of the time.

☐ Absolute

☒ Relative

Conversion rates in the gray area will not be distinguishable from the baseline.

Sample size:


113

per variation

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Кількість користувачів жіночої статі серед підписників збільшилась

Загальний дохід



AB Testguide

Is your test result significant? Does it have enough power?
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Pre-test calculation or post-test evaluation?

☐ Pre-test analysis

☒ Test evaluation

Test data

Visitors A	Conversions A
<input type="text" value="1846"/>	<input type="text" value="4576"/>
Visitors B	Conversions B
<input type="text" value="1845"/>	<input type="text" value="4599"/>

Settings

Hypothesis ^(?)

☐ One-sided

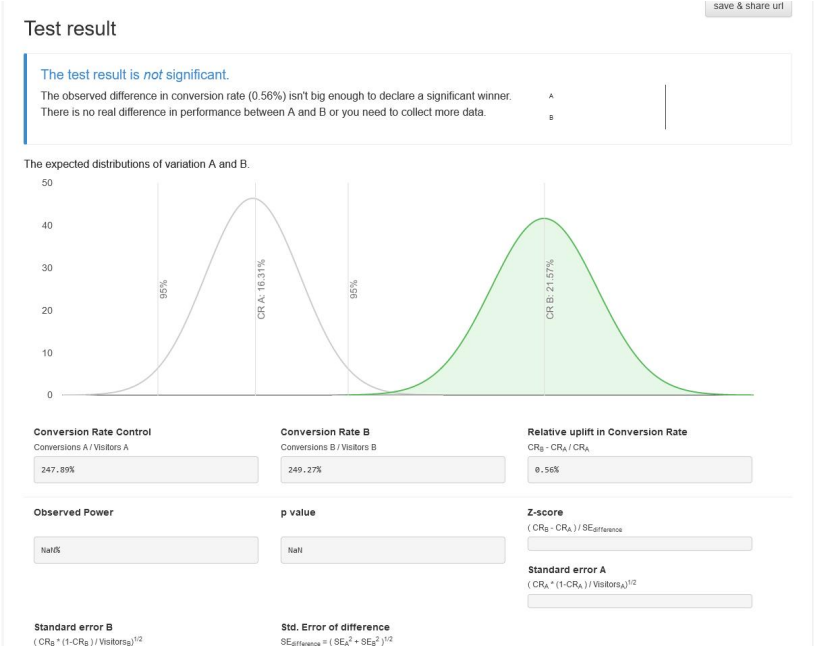
☒ Two-sided

Confidence ^(?)

☐ 90%

☒ 95%


☐ 99%



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Загальний дохід статистично не змінився

Середній дохід за підписника



AB Testguide

Is your test result significant? Does it have enough power?
Play with the controls and get a better feel for how a lower confidence level will boost the power or how an increase in test size can make a small CR-difference significant!

Pre-test calculation or post-test evaluation?

☐ Pre-test analysis

☒ Test evaluation

Test data

Visitors A

1846

Conversions A

2.47

Visitors B

1845

Conversions B

2.49

Apply changes

Settings

Hypothesis ^(?)

☐ One-sided

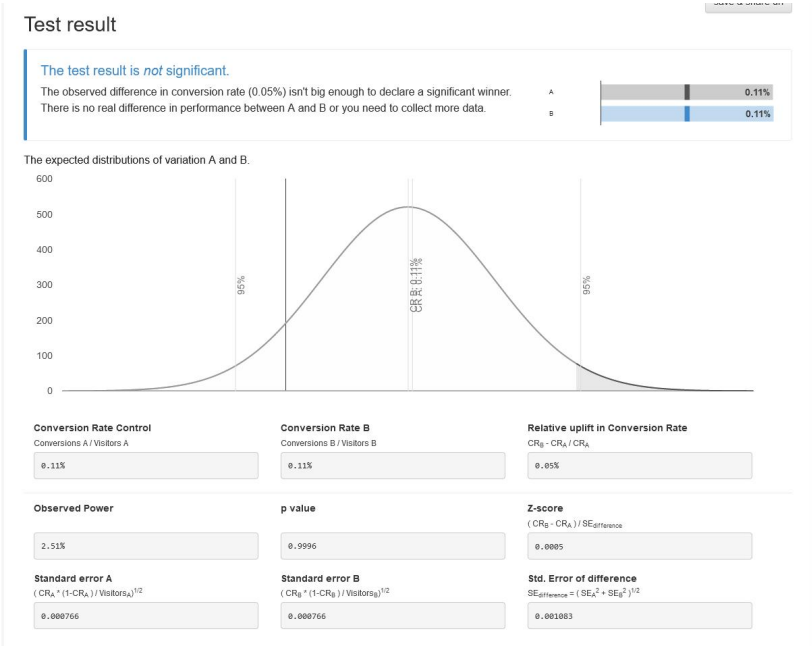
☒ Two-sided

Confidence ^(?)

☐ 90%


☒ 95%

☐ 99%



Baseline conversion rate:

0.11 %




0.11%

[\[link \]](#)

Minimum Detectable Effect:

0.05 %



0.11% - 0.11%

The Minimum Detectable Effect is the smallest effect that will be detected (1-β)% of the time.

☐ Absolute

☒ Relative

Conversion rates in the gray area will not be distinguishable from the baseline.

Sample size:


57,024,248,051

per variation



Середній дохід за підписника статистично не змінився

Користувачі, що відписалися



AB Testguide

Is your test result significant? Does it have enough power?
Play with the controls and get a better feel for how a lower confidence level will boost the power or how an increase in test size can make a small CR-difference significant!

Pre-test calculation or post-test evaluation?

☐ Pre-test analysis

☒ Test evaluation

Test data

Visitors A	Conversions A
<input type="text" value="1846"/>	<input type="text" value="301"/>
Visitors B	Conversions B
<input type="text" value="1845"/>	<input type="text" value="398"/>

[Apply changes](#)

Settings

Hypothesis ^(?)

☐ One-sided

☒ Two-sided

Confidence ^(?)

☐ 90%

☒ 95%

☐ 99%

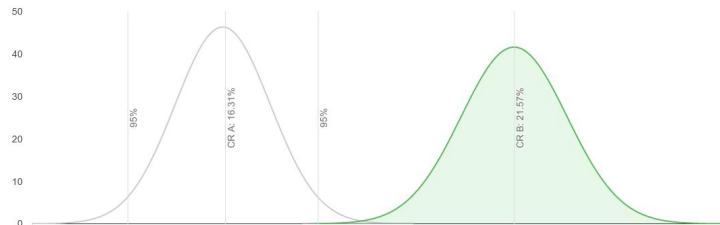
Test result

Significant test result!

Variation B's observed conversion rate (21.57%) was 32.30% higher than variation A's conversion rate (16.31%). You can be 95% confident that this result is a consequence of the changes you made and not a result of random chance.



The expected distributions of variation A and B.



Conversion Rate Control

Conversions A / Visitors A

16.31%

Conversion Rate B

Conversions B / Visitors B

21.57%

Relative uplift in Conversion Rate

$CR_B - CR_A / CR_A$

32.38%

Observed Power

99.99%

p value

0.0000

Z-score

$(CR_B - CR_A) / SE_{difference}$

4.8921

Standard error A

$(CR_A * (1 - CR_A) / Visitors_A)^{1/2}$

0.008598

Standard error B

$(CR_B * (1 - CR_B) / Visitors_B)^{1/2}$

0.009576

Std. Error of difference

$SE_{difference} = (SE_A^2 + SE_B^2)^{1/2}$

0.01287

Baseline conversion rate: %

Minimum Detectable Effect: %

The Minimum Detectable Effect is the smallest effect that will be detected (1-β)% of the time.

☐ Absolute

☒ Relative

Conversion rates in the gray area will not be distinguishable from the baseline.

Sample size:

799

per variation

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Кількість користувачів, що відписалися, збільшилася

Припущення, що якщо користувачам жіночої статі пропонувати акційний тариф, то більша кількість жінок оформлять підписку на продукт, підтвердилося. Проте виходячи з наведених вище даних (середній дохід за підписника та загальний дохід майже не змінилися) та оскільки чоловіки продовжують платну підписку в середньому 7 місяців, а жінки — 5 місяців (загальний та середній дохід можуть зменшитися після 5 місяців) тест не можна закривати.