

A/B test

Globox.com

Agenda



- Background
- Analyses
- Forecast
- Recommendations

Background

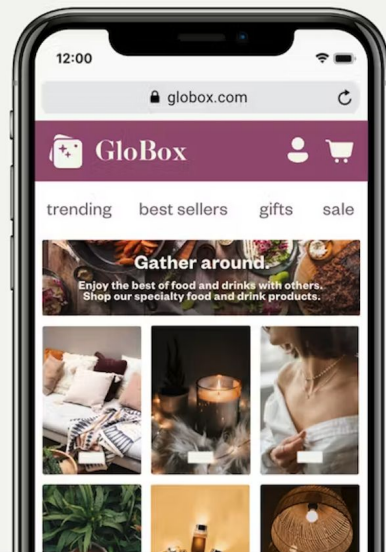
GLoBox was recently interested in seeing if a banner displaying the new food and drink category had an effect on revenue.

We used an A/B test to determine the efficacy of changes in the average amount spent and the conversion rates.

Group A: Control
existing landing page

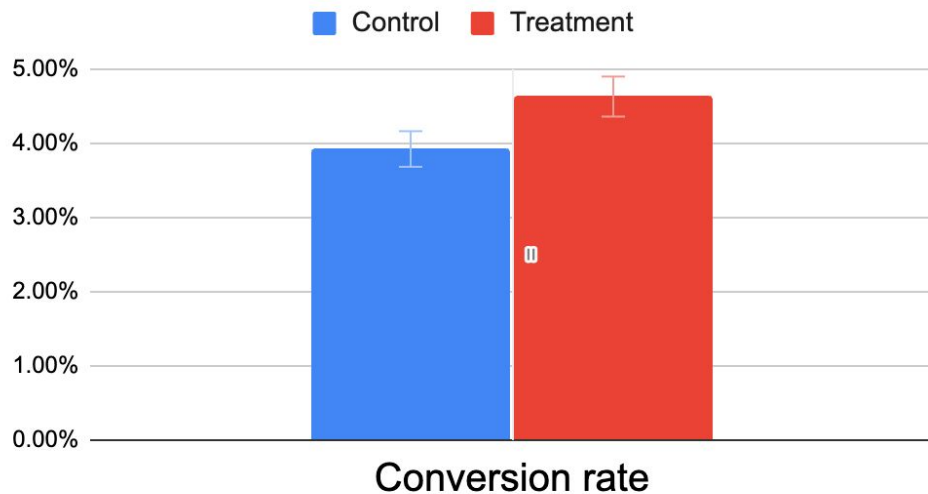


Group B: Treatment
landing page with food & drink banner



Is there a significant difference in the conversion rate?

Conversion Rates and Conf Int



We determined an increase (.71%)
in the conversion rate in the treatment.

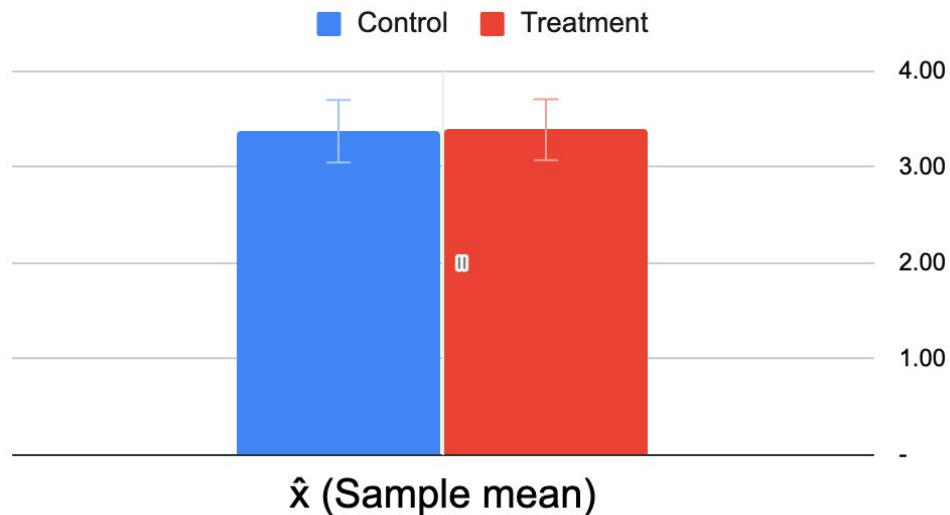
We are 95% certain this difference is
not due to chance.

Is there a significant difference in the sample means?

We discovered a small difference in the average amount spent in each group.

We **couldn't confirm** with 95% confidence if that difference was due to chance.

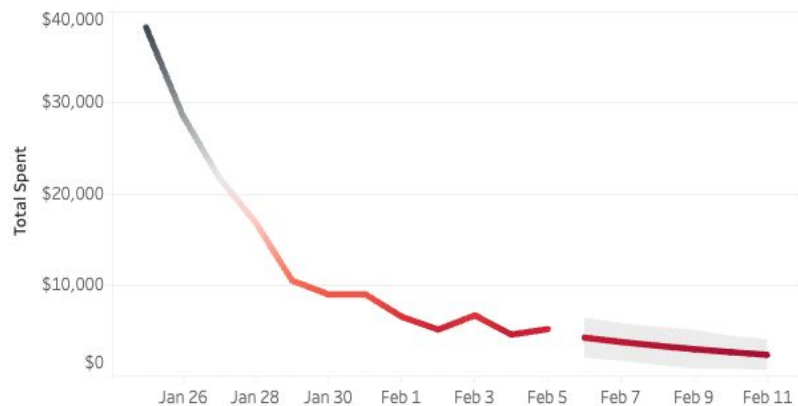
Sample means and Conf Int



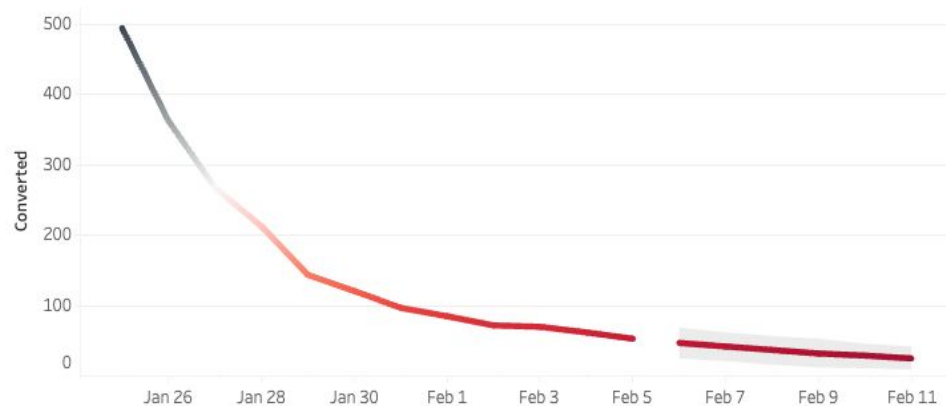
Amount spent and number of conversions

While both metrics show an increase from the treatment compared to the control, there is an overall negative trend.

Amount spent dropped \$27,824 in 4 days



Conversions dropped 351 users in 4 days



Recommendations

- Rejecting the H_0 <> accepting the H_a .
- More research into user demographic, churn rates, desktop version and other indicators.
- Jan 29 seems interesting.
- Not to launch until more research is conducted.

