

WELCOME TO TODAY'S
PRESENTATION

NEW LANDING PAGE

A/B TESTING MOBILE USERS

Group A: Control
existing landing page



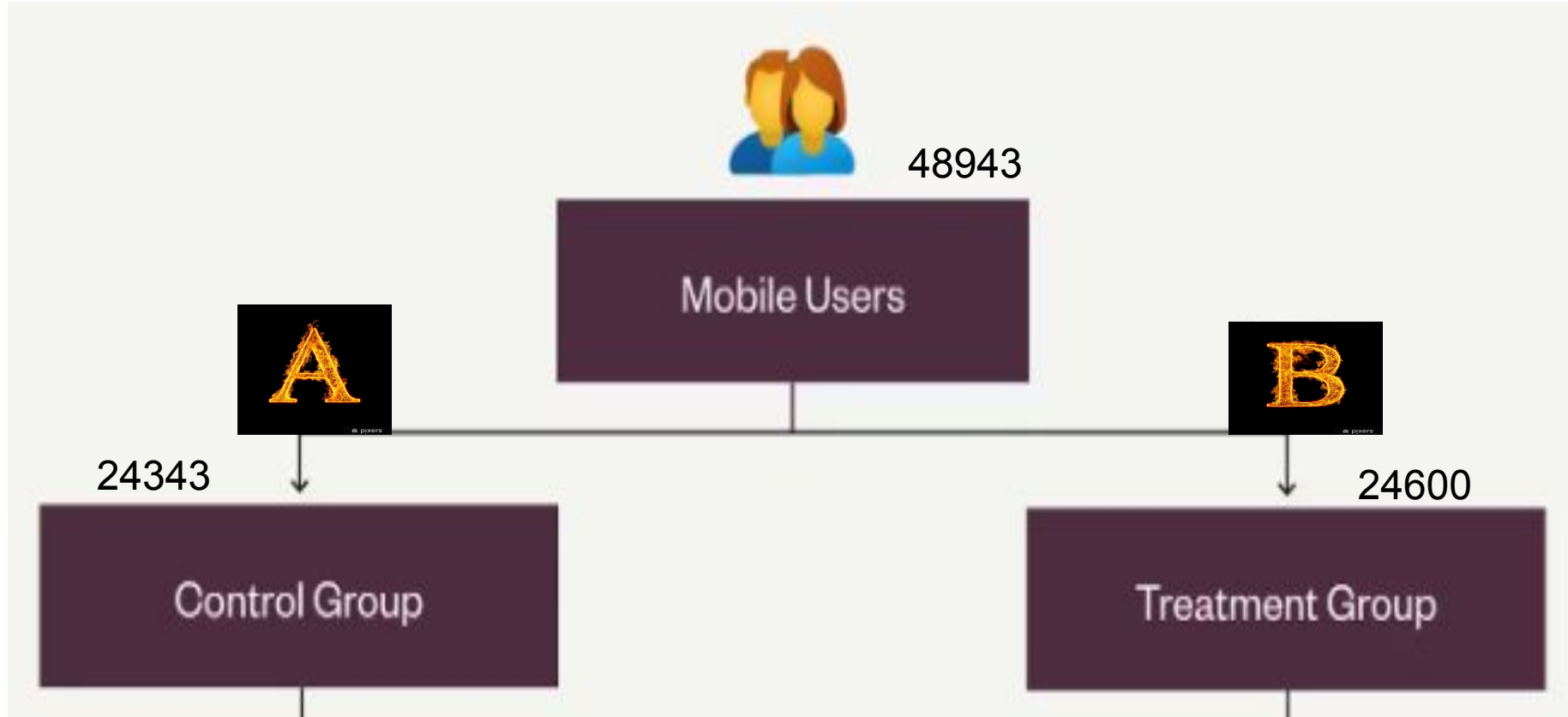
Group B: Treatment
landing page with food & drink banner



AIM

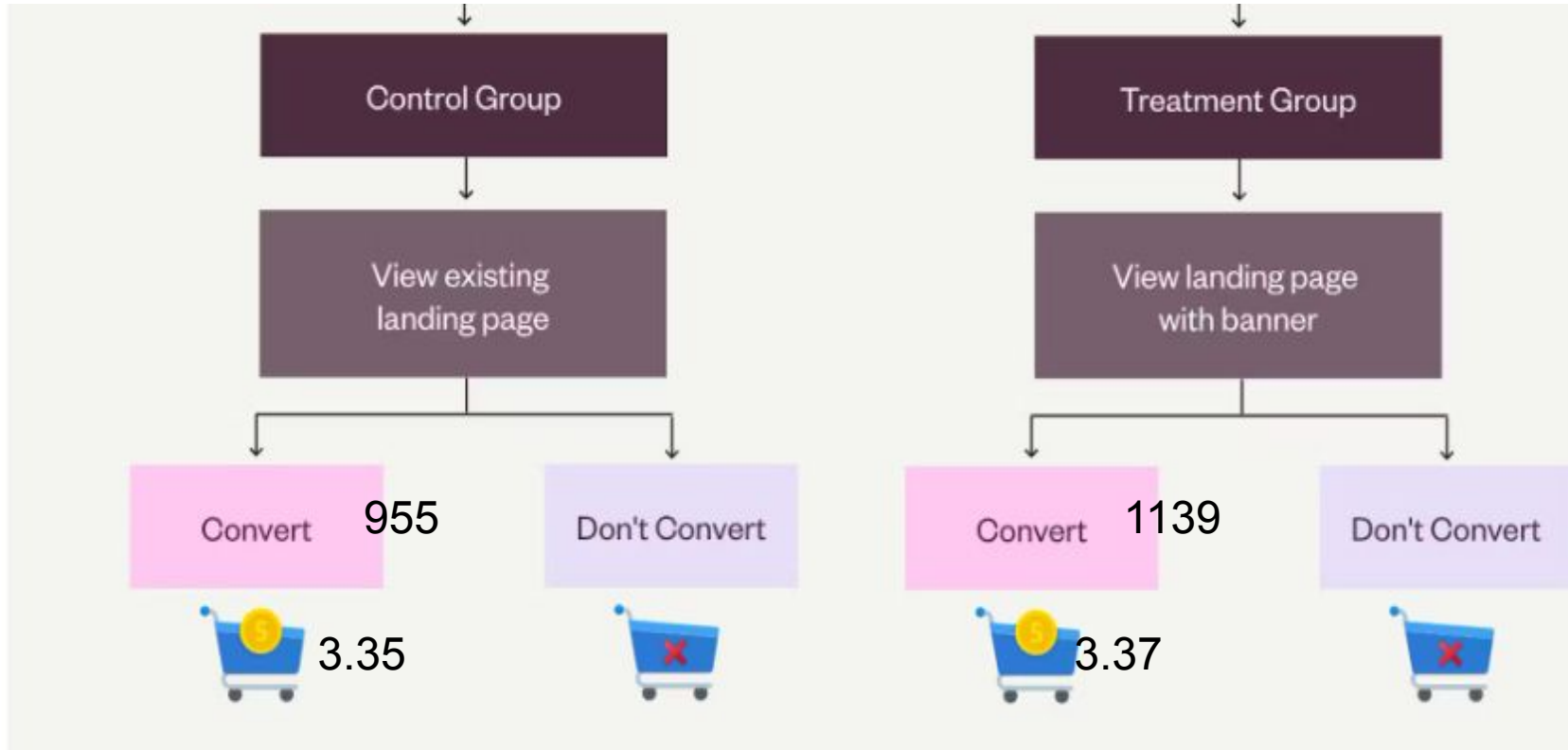
- Increase in Ave.Total spent
- Increase in Conversion Rate

LAYOUT OF OUR PROJECT

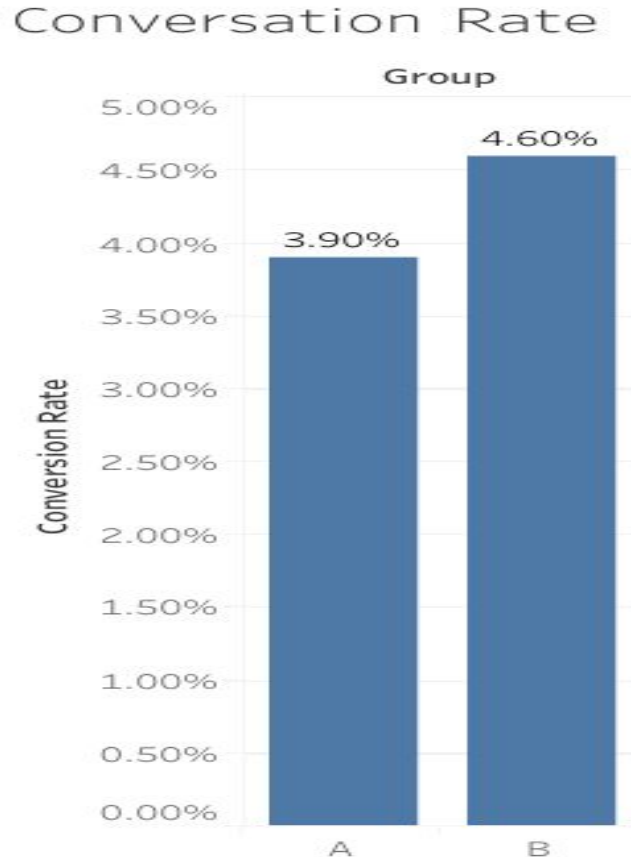


Results

Total Number Of Converted Users
2094



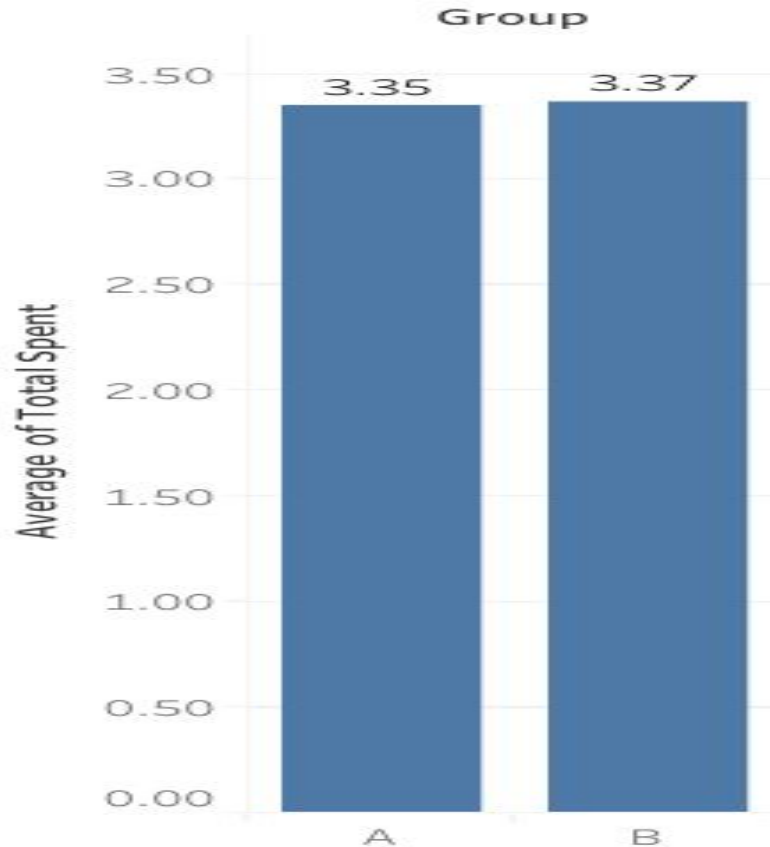
GRAPHICAL REPRESENTATION OF RESULT



There was statistical evidence that support a difference in conversion rate between control and treatment

GRAPHICAL REPRESENTATION FOR AVG.TOTAL SPENT

Avg Total spent



There was a statistical evidence that support the fact that there was no difference in avg.total spent between control and treatment

RECOMMENDATION

Due to other test carried out we recommend to conduct another experiment on a larger scale.

THANK YOU