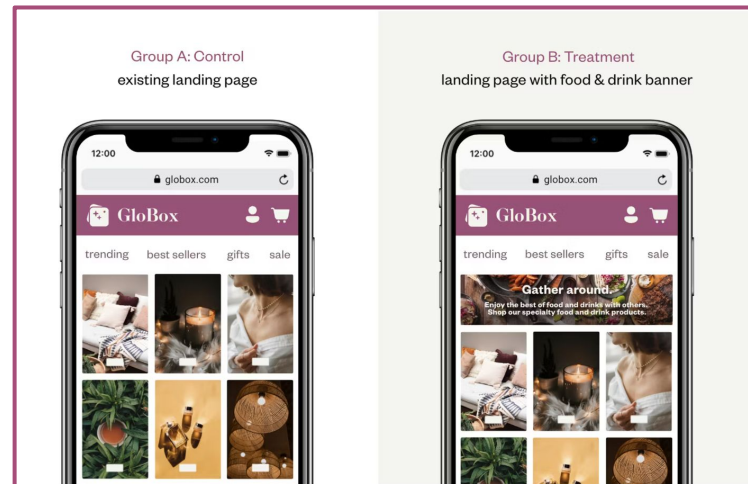


# A/B Testing Results

Analysis by: Aviad Lange

## Opening Point

- **24343** users were randomly assigned to the control group (**A**).
- **24600** in the treatment group (**B**).
- The testing went on for 13 days.
- The banner design required one week worth of work, with low maintaining costs.
- The banner takes **20%** of the main page's 'real estate'.



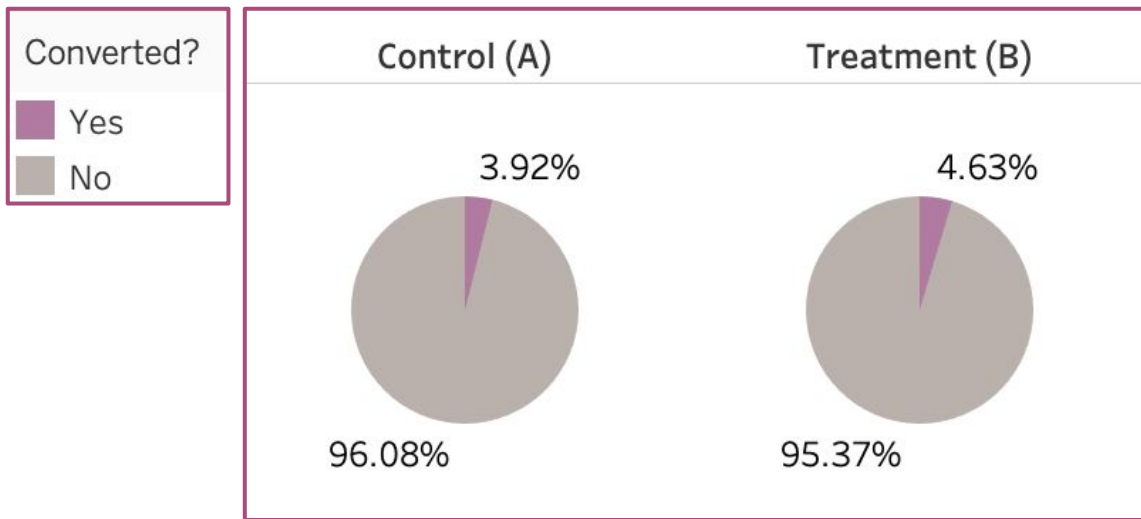
## Goals

- At least 0.5% increase in terms of Conversion Rate.
- 2\$ improvement in Average Spending per user.
- Undoubtful profit in terms of revenue contra expenses.



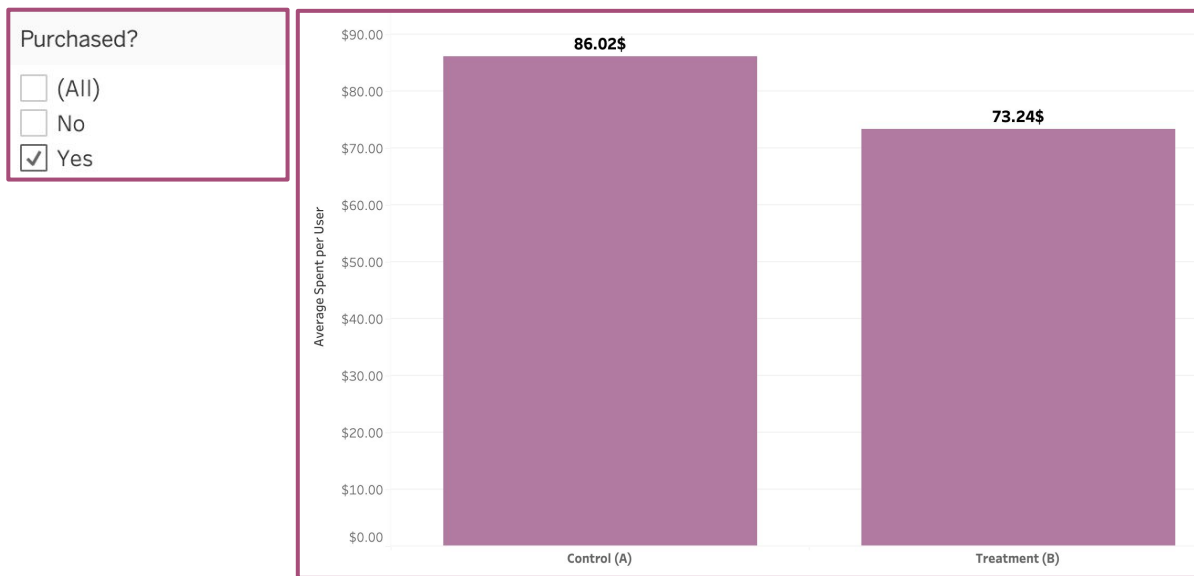
## The testing found 0.7% improvement in Conversion Rate

- Men experienced the most significant increase (+1.16%)



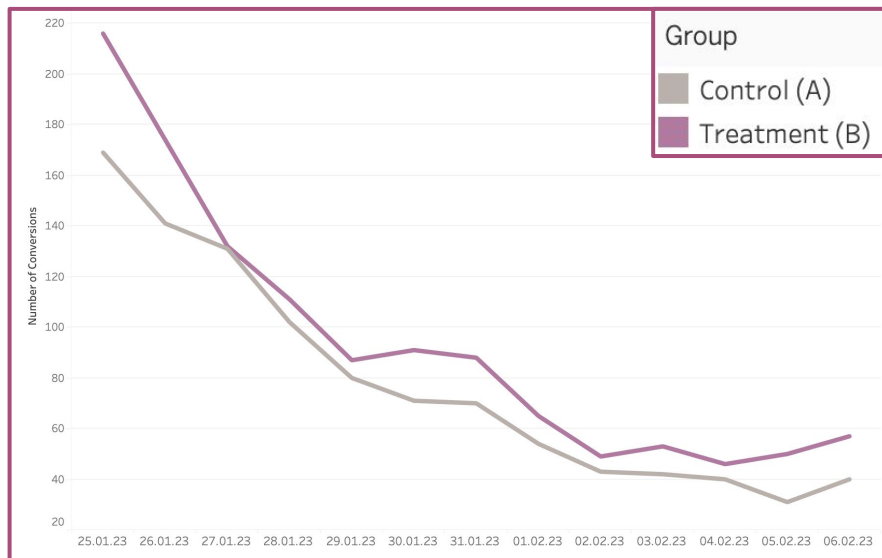
There is a huge negative difference in average spending per paying user

- However, the positive difference for all users is negligible (+0.016\$).



There is a serious concern of **Conversions'** number going down with time

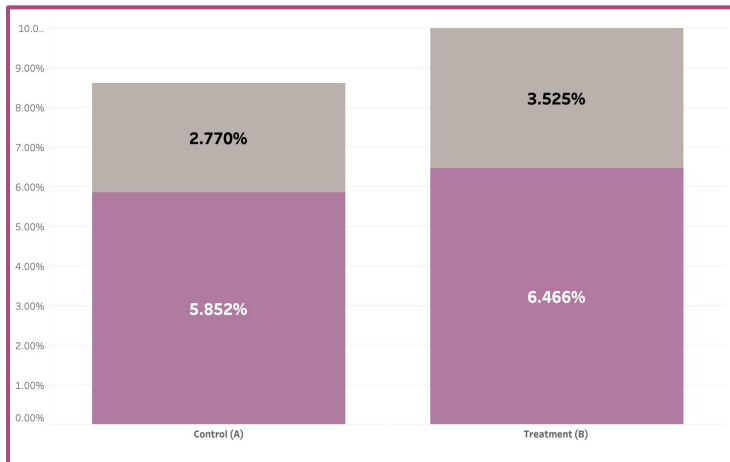
- However, in terms of average spending, there is no detectable pattern.



## Android users have significantly lower numbers, in both groups

- However, only IOS users experienced a decline in Average Spending (-0.153\$).

Conversion Rate



Device

Android

IOS

Average Spending



## My main recommendation is to continue iterating

1. Design a similar banner for different category.
2. Design a distinct banner based on gender, which will be more 'audience-focused'.
3. Perform a comprehensive interface's 'friendliness test' for Android's platform.

