

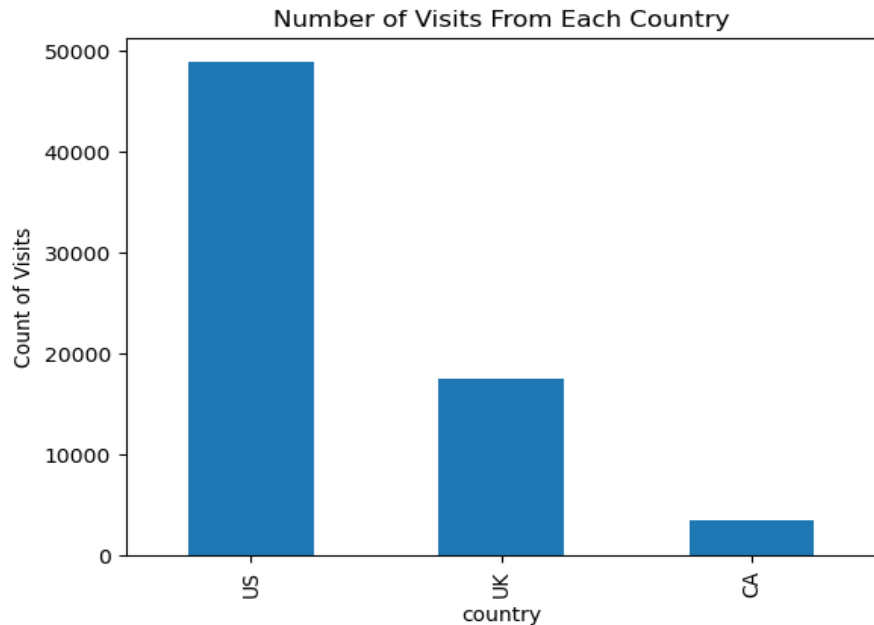
Analyze A/B Test Results



How Was The Experiment Implemented?

Total Variant Visitors: 35211

Total Control Participants: 34678



Conversion Rates

	U.S.	U.K.	CA
Control	10.7%	10.16%	9.45%
Treatment	15.8%	14.87%	15.40%

Executive Summary: Across all countries, the treatment group shows consistently higher conversion rates (14.87-15.8%) than control (9.45-10.7%). In contrast, country differences are minimal and not statistically significant, suggesting the new page effectively improves conversions regardless of location.

Experiment Results

Treatment Conversion Rate: 15.53%

Control Conversion Rate: 10.53%

Delta in Treatment vs. Control Conversion Rate: +5.01%

p-value: 0.0000

Conclusion: Given the near-zero p-value and substantial 5.01% increase in conversion rate for the treatment group, we have compelling statistical evidence to implement the new page design.

Country Results

Analysis shows no statistically significant differences in conversion rates between countries (US: $p=0.170$, UK: $p=0.905$ compared to baseline CA). The treatment effect remains consistent across all geographic regions, suggesting country-specific optimisation is optional.