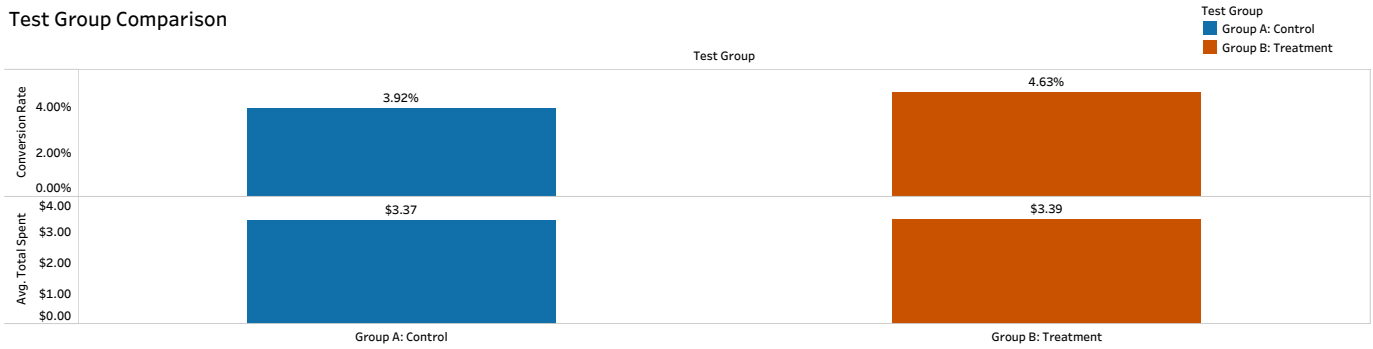
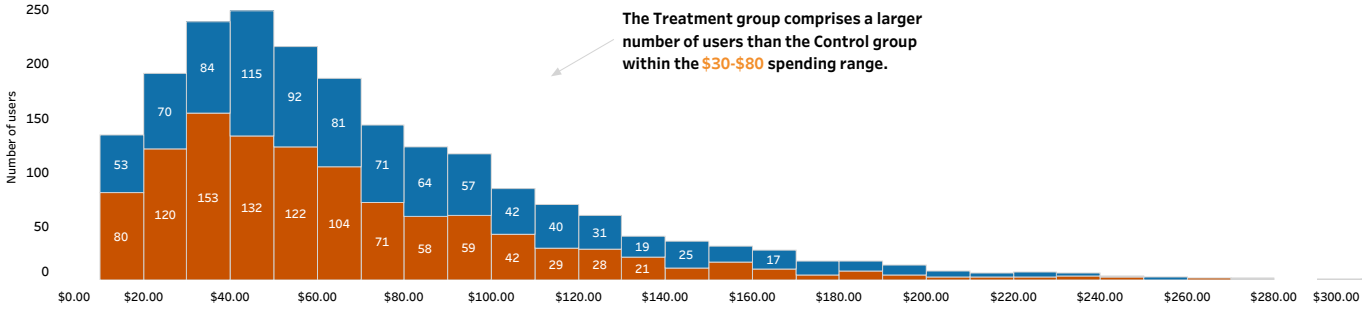
GloBox A/B Test Analysis

Comparison of Conversion Rate and Average Total Spend: Analyzing Test Group Disparities and Expenditure ..	Dipicting Key Metrics Relationship with User Device and Gender: Exploring Conversion Rate and Ave..	Explore Test Metrics' Links to User Country: Illustrate Conversion Rate, Average Total Spend, and Top N Co..	Confidence Intervals: Differences in Conversion Rate and Average Total Spending Among Groups.	Novelty Test: Metric changes over time, with a potential novelty effect impacting launch decisions.	Power Analysis: Sample Size, Minimum Detectable Effect, Practical Significance, and Expecte..

Test Group Comparison



Total Spent Distribution by Group



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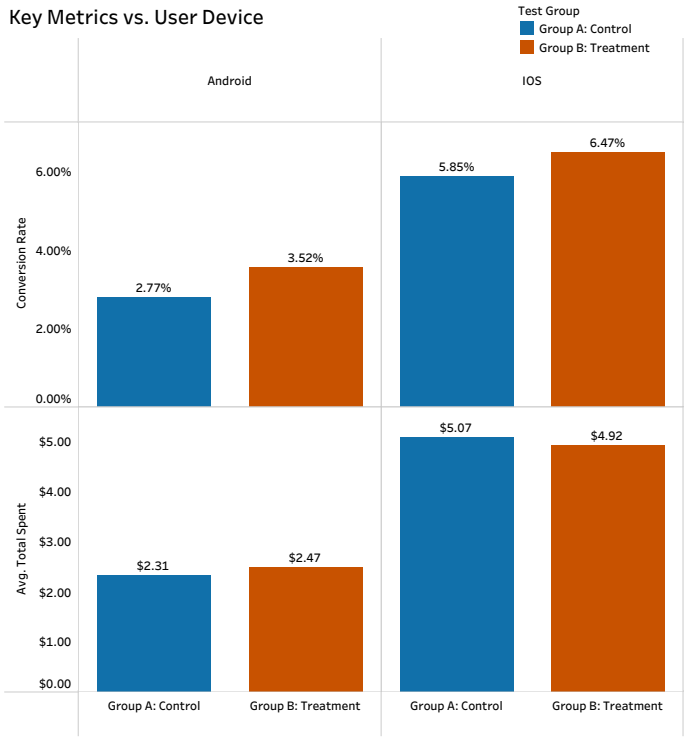
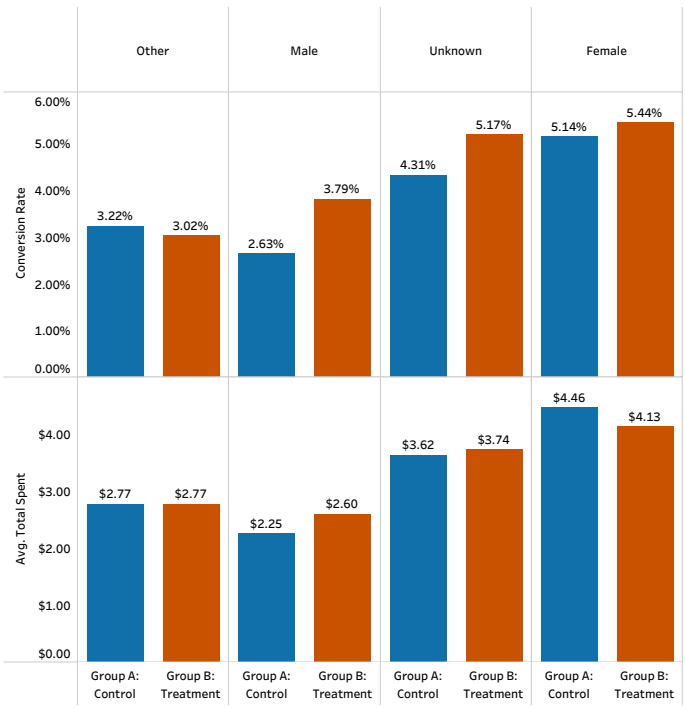
Key Metrics vs. User Device



Key Metrics vs. Gender



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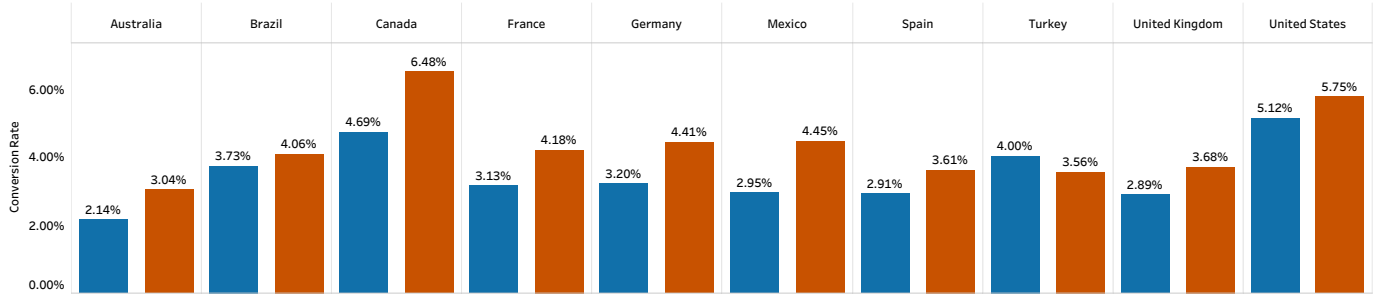
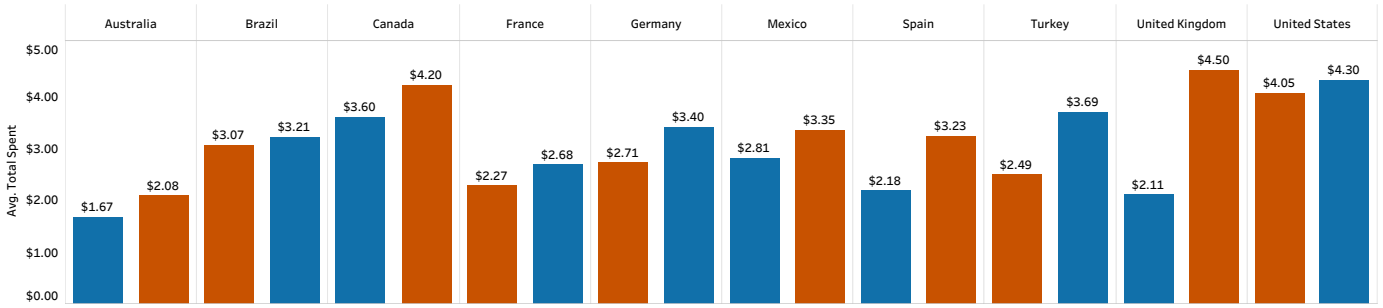
Top N Countries
10

Test Group
Group A: Control
Group B: Treatment

Conversion Rate vs. Country



Average Total Spent vs. Country



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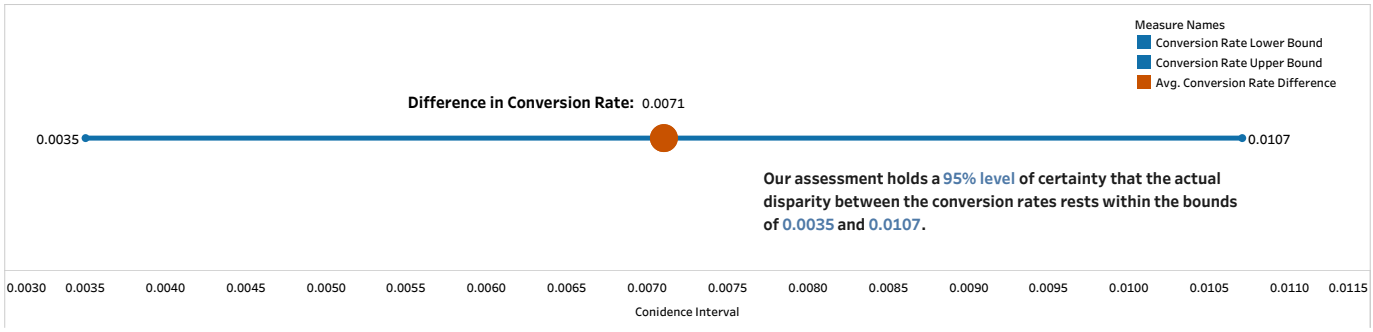
Metrics: Confidence Intervals 95% (Difference in Conversion Rate)



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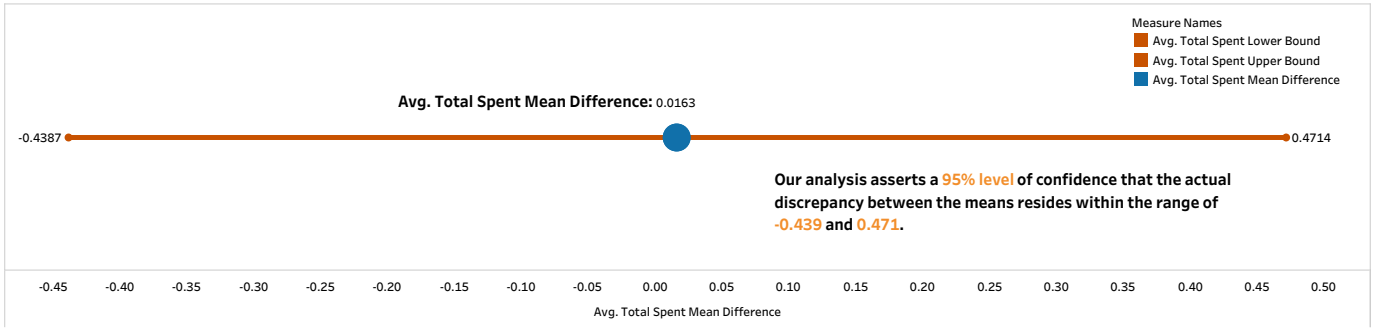

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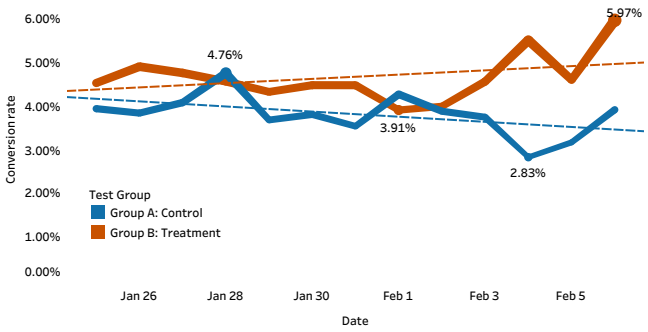
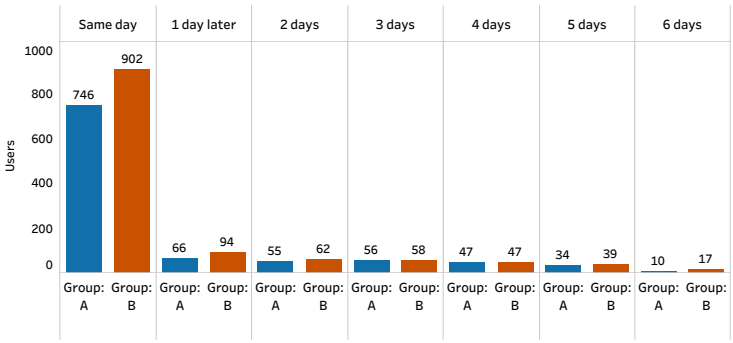
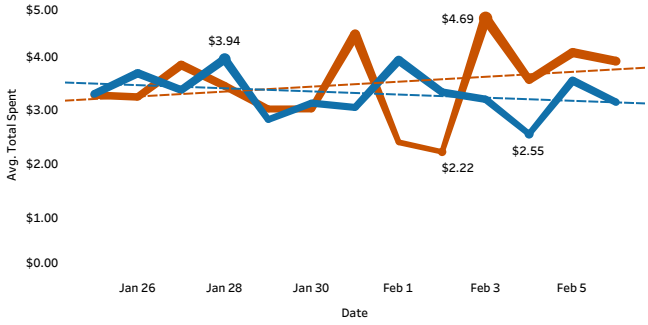
Difference in Conversion Rate Over Time



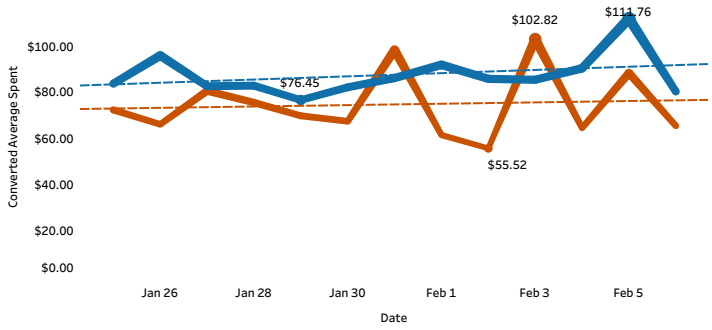
Number of Converted Users VS. Difference from Join to Activity Dates in Days



Difference in Average Total Spent Over Time



Converted Users Average Total Spent Over Time



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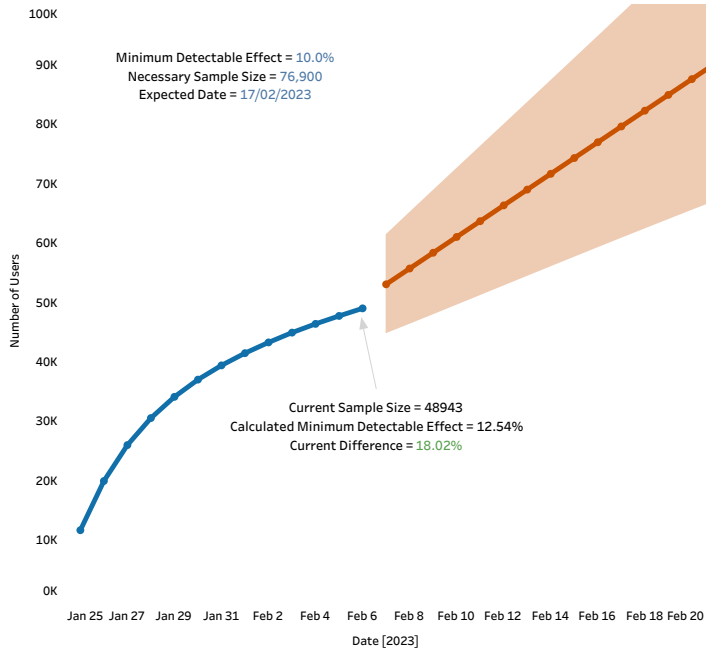
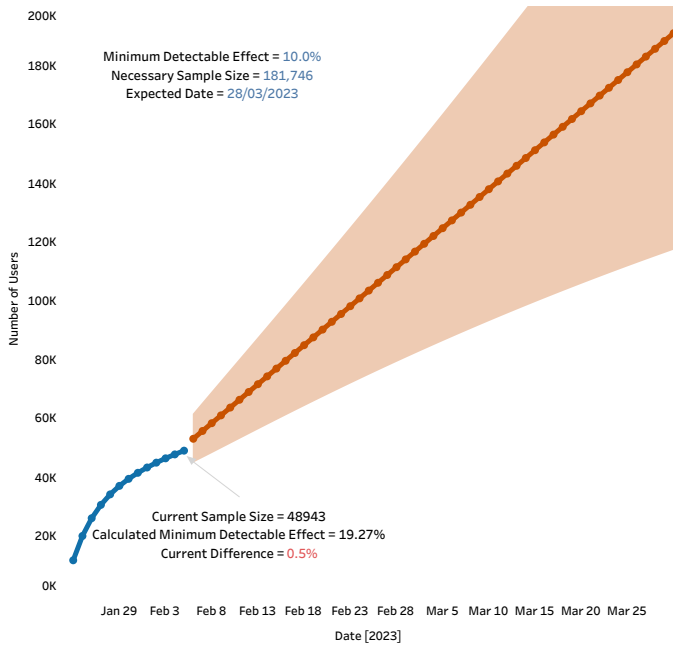
Minimum Detectable Effect (MDE)
10.0%

Significance Level (α)
95% Confidence --> 5%

Forecast indicator
Actual
Estimate

Power Analysis of Conversion Rate



Power Analysis of Average Total Spent