A/B TEST ANALYSIS

GloBox Food and Drink Banner Test

Presented By: Charu Kesarwani

OBJECTIVE

Amplify awareness and drive revenue growth within the food and drink category

TIMELINE

25 Jan to 07 Feb 2023, 13 Days

KEY METRICS

- Conversion Rate
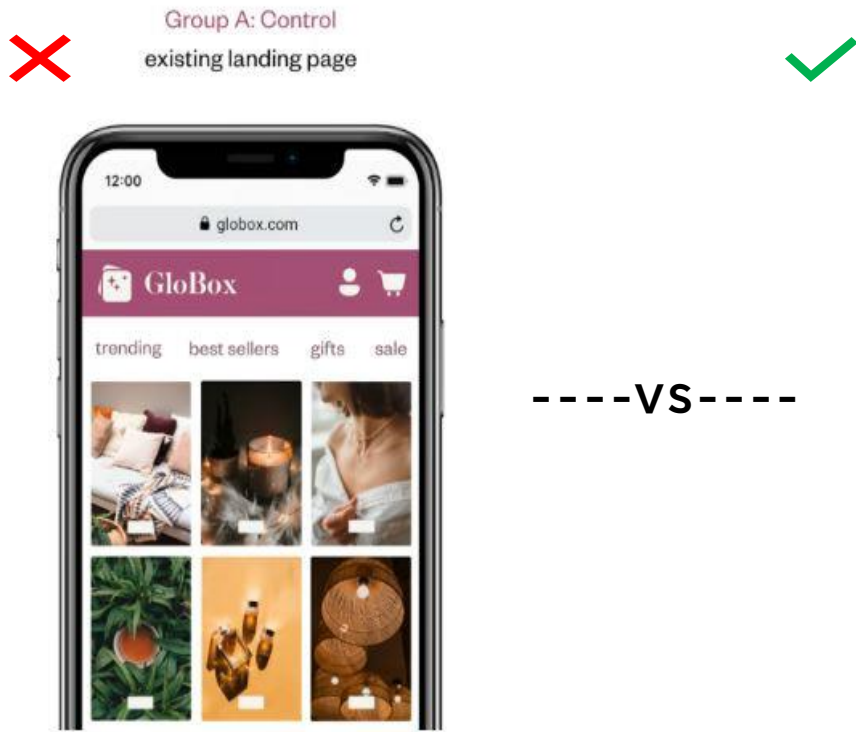- Average Total Spent

Group A: Control

User Experience - Current State
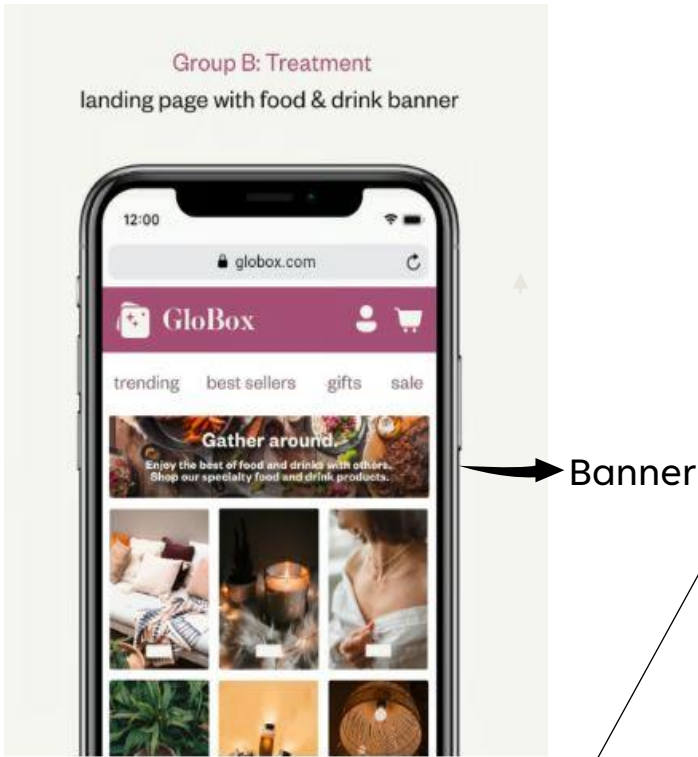Number of Users - 24343

Group B: Treatment

User Experience - Banner Presence
Number of Users - 24600

OUTCOME HIGHLIGHT

Recommend banner launch confidently, as A/B test indicates 18.02% conversion boost
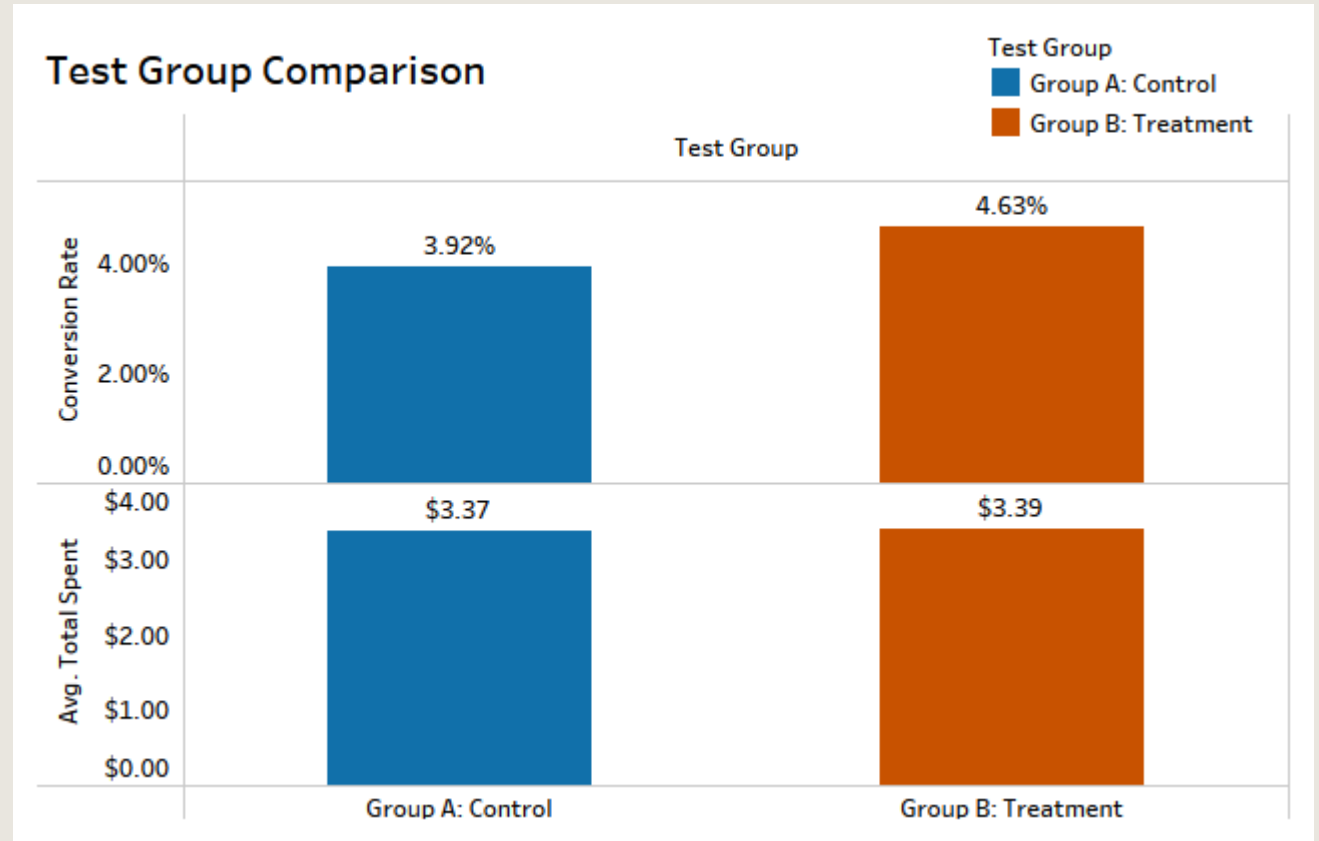

----VS----

Banner

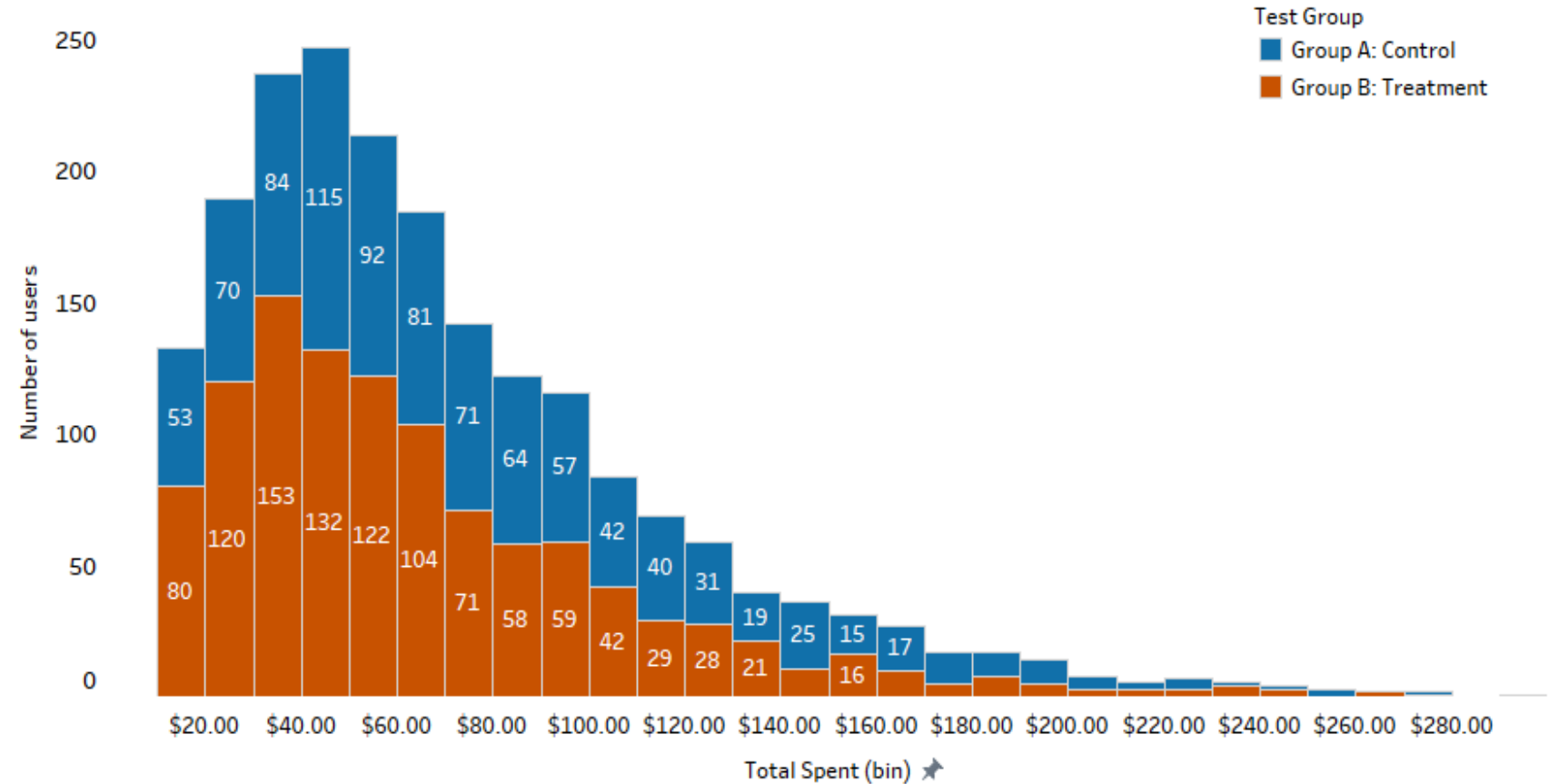Conversion Rate: 3.92%

Conversion Rate: 4.63%

KEY METRICS

- We observed strong statistical evidence of a significant **18.02%** difference in conversion rates between the two groups.

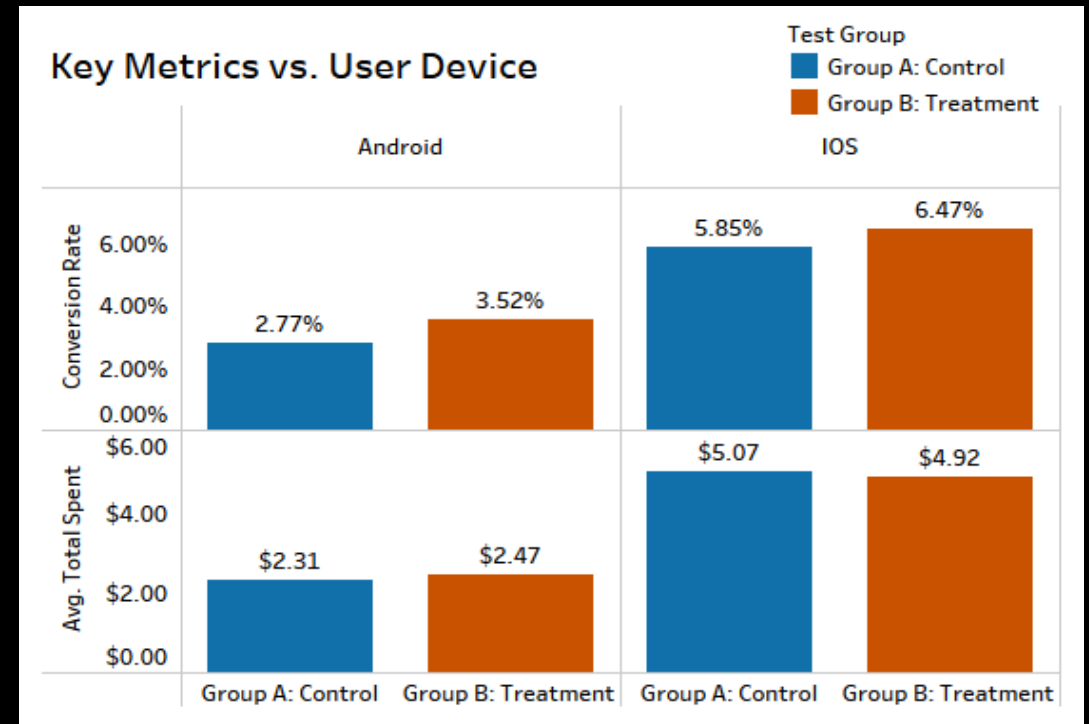- Lack of evidence in average total spend, as the difference is only **0.5%**.

TOTAL SPENT DISTRIBUTION

- The Treatment group comprises a larger number of users than the Control group within the **$30-$80** spending range.
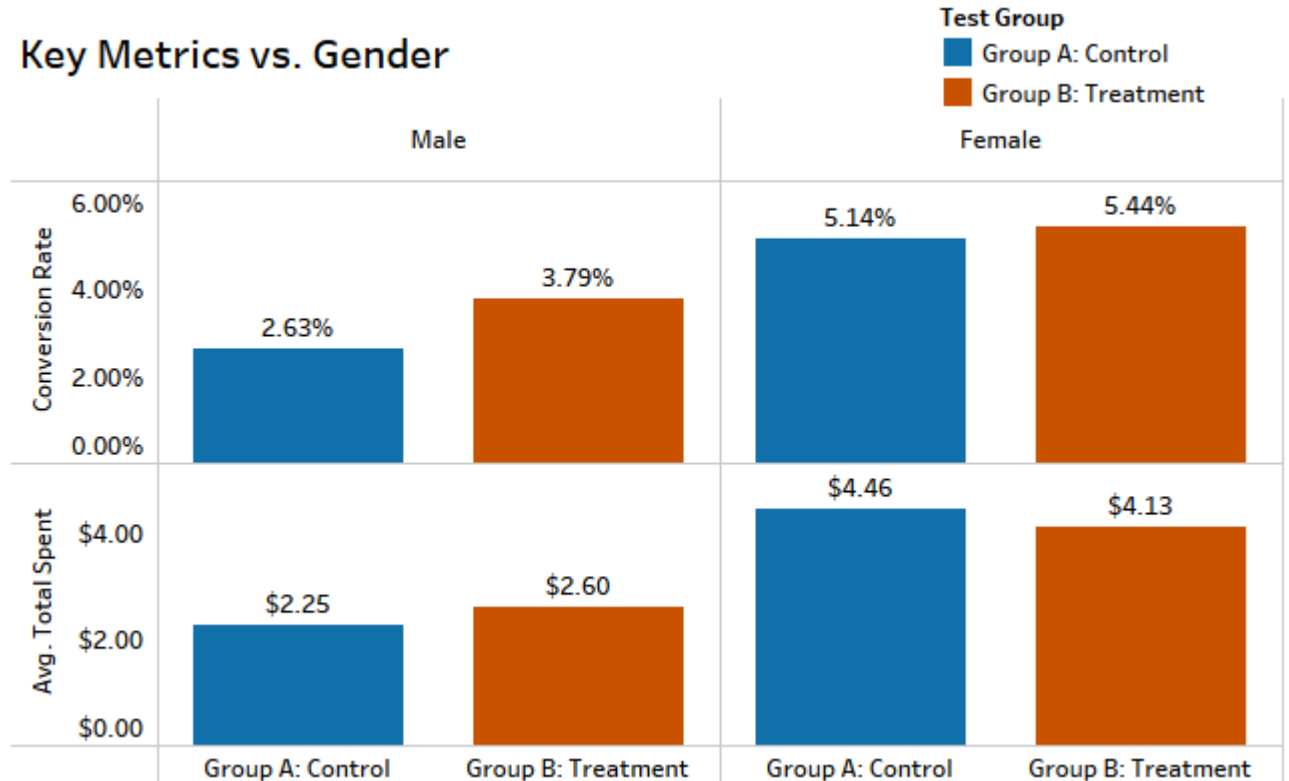
DIFFERENTIATED BY DEVICE

- Remarkable **11.40%** Surge in iOS Conversion Rates, Alongside a Significant **28.78%** Boost in Android Users.

DIFFERENTIATED BY GENDER

- In the Treatment Group, Males Witnessed a Remarkable **46.97%** Uplift and a Modest **5.60%** Increase in Females Conversion Rate.

"This chart excludes 'Other' and 'Unknown' gender for clarity."

DIFFERENTIATED BY COUNTRY

- Substantial Conversion Rate Improvements in Mexico (**56.63%**) and Canada (**44.44%**), Contrasted with Shifts in Turkey (**-9.46%**).

Conversion Rate vs. Country
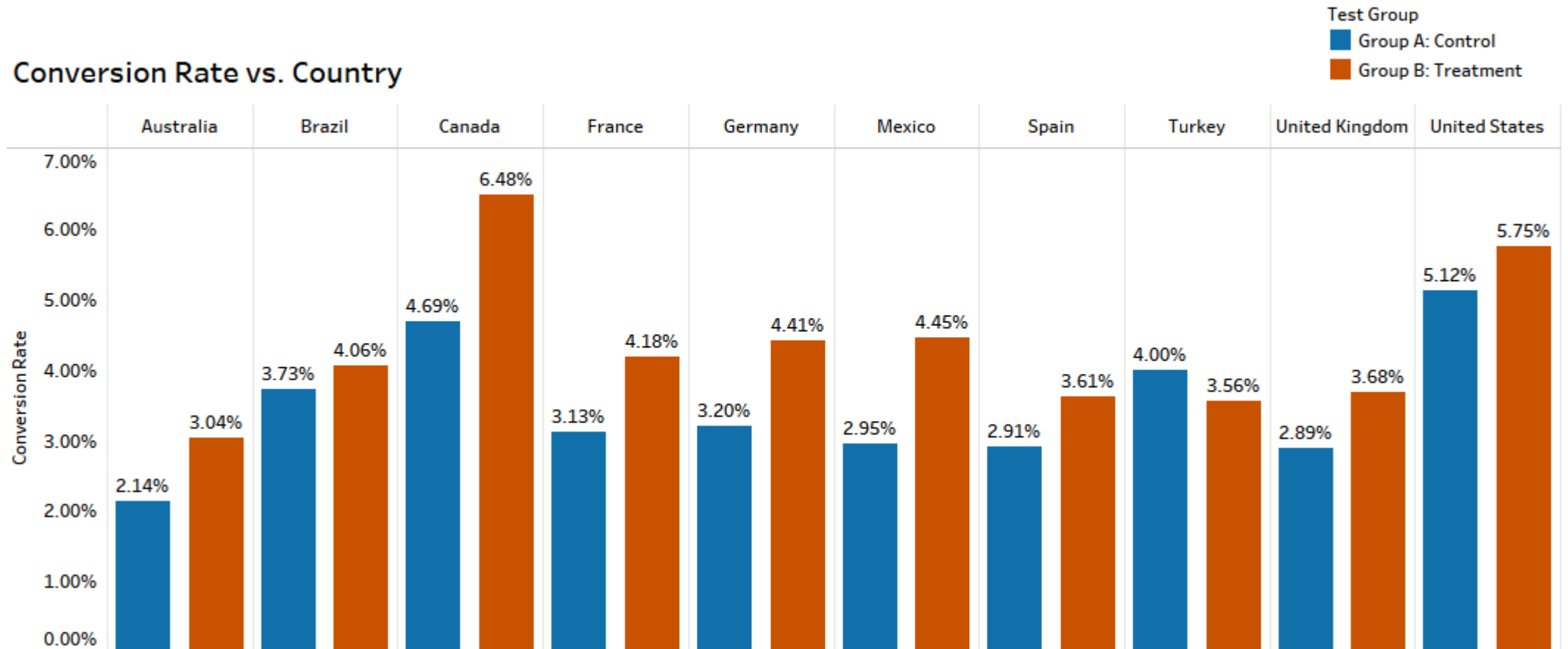
RECOMMENDATION

Launch the Food and Beverage Banner

Grounds for Implementation:

- **Implement the Food and Beverage Banner:** The banner has demonstrated a positive impact on conversion rates.

- **Feasible and Resource-Efficient:** forward Implementation poses minimal resource demands, making it a viable step.

Feasible Action:

- **Vigilant Performance Tracking:** Monitor success metrics closely for consistent improvement.

- **User Behaviour Analysis:** Examine user preferences and behaviours within the food and drink category for strategic insights.

THANK YOU

Charu Kesarwani

thecharukesharwani@gmail.com