**Leverage Go-Jek & Go-Pay Cash Users to Go-Pulsa Experiment**

**OBJECTIVE**

We want to increase the number of active customers and transactions on Go-Pulsa product for next month by leverage Go-Jek cash users – convert them to Go-Pulsa and Go-Pay user.

**SOLUTION**

Run an experiment (A/B Test) to compare between Go-Jek & Go-Pay cash users with Go-Pulsa instruction of use and promo information and Go-Jek & Go-Pay cash users without Go-Pulsa instruction of use and promo information.

**GOALS**

Decide which Go-Jek & Go-Pay cash user groups perform better based on these metrics below:

* Number of customers use Go-Pulsa.
* Number of Go-Pulsa transaction.
* Total of Go-Pulsa transaction amount.

**SPESIFICATION  
EXPERIMENT DURATION**

* 2021 April, 19th – 2021 May, 19th

**EXPERIMENT BUDGET**

* Rp 500 million, will be splitted accordingly for each week ~ around Rp 125 million/week.

**PROMO PRIZES**

* Rp 20.000 Go-Pulsa vouchers.

**POPULATION CRITERIA**

Total Go-Pay users during 2021 April, 19th – 2021 May, 19th will be splitted into two experiment groups:

* **Control Group** – Go-Jek & Go-Pay cash users without Go-Pulsa instruction of use and promo information ~ Go-Jek & Go-Pay cash users in last 3 months with last two digit of *user\_id* 00-49.
* **Test Group** – Go-Jek & Go-Pay cash users with Go-Pulsa instruction of use and promo information ~ Go-Jek & Go-Pay cash users in last 3 months with last two digit of *user\_id* 50-99.

**ANALYSIS**

* **Date Mature:** 2021 May, 20th
* **Analysis Review Date:** 2021 May, 22nd
* **Population Groups:**
  + Control Group vs Test Group.
* **Metrics**
  + Number of customers use Go-Pulsa.
  + Number of Go-Pulsa transaction.
  + Total of Go-Pulsa transaction amount.
* **Hyptohesis**
  + **Null hypothesis ~** There is no significant difference in 3 metrics above between Go-pay users with and without Go-Pulsa instruction of use and promo information.
  + **Alternate hypothesis ~** There is significant difference in 3 metrics above between Go-pay users with and without Go-Pulsa instruction of use and promo information.