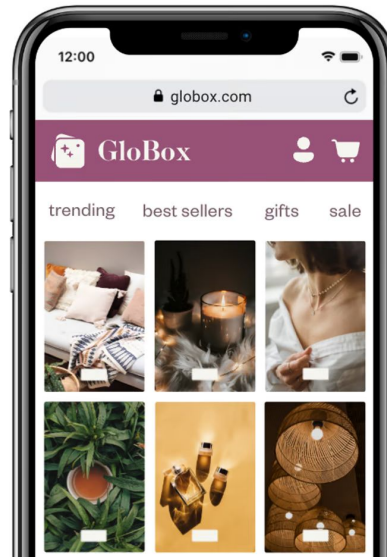# GloBox A/B Test

Daniele D'Epiro

New homepage banner

- **The Goal**: increase revenue of food and drink category
- **A/B Test** with 48.9 K users
- The experiment is only for the **mobile** website

Group A: Control

existing landing page

Group B: Treatment

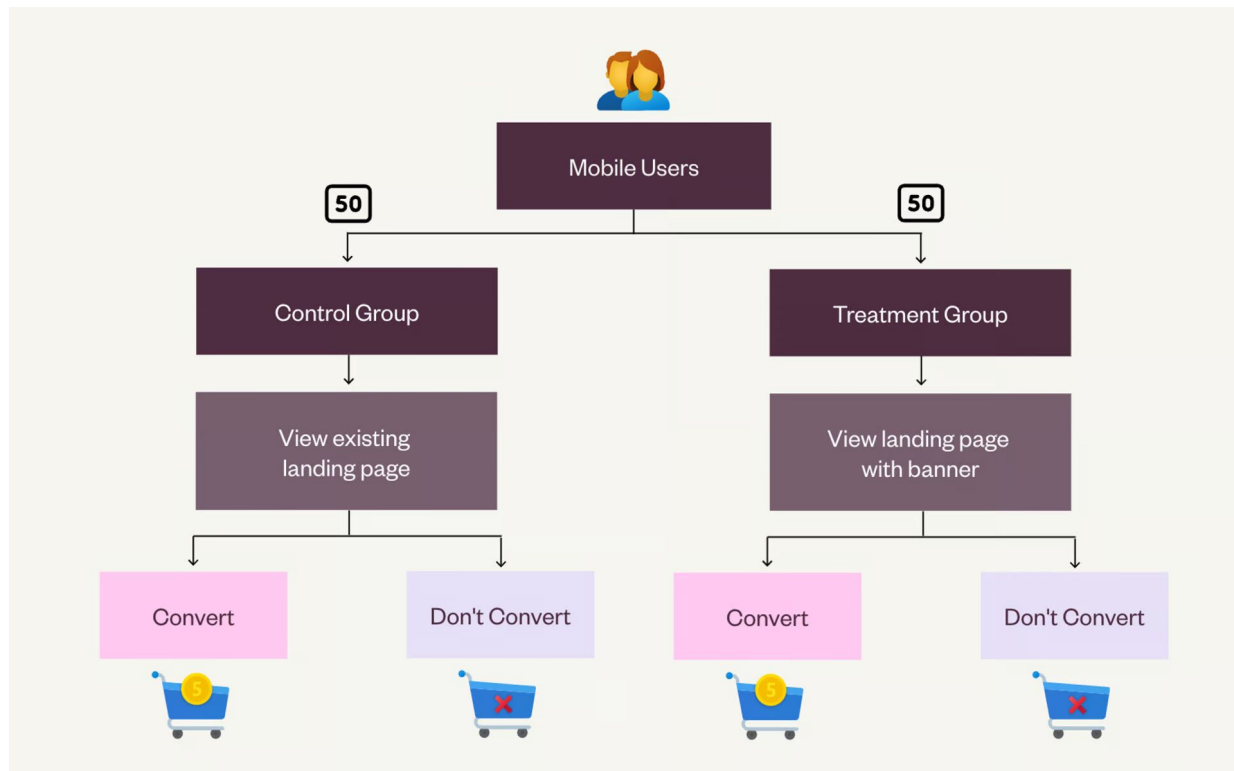landing page with food & drink banner

Inside the A/B test
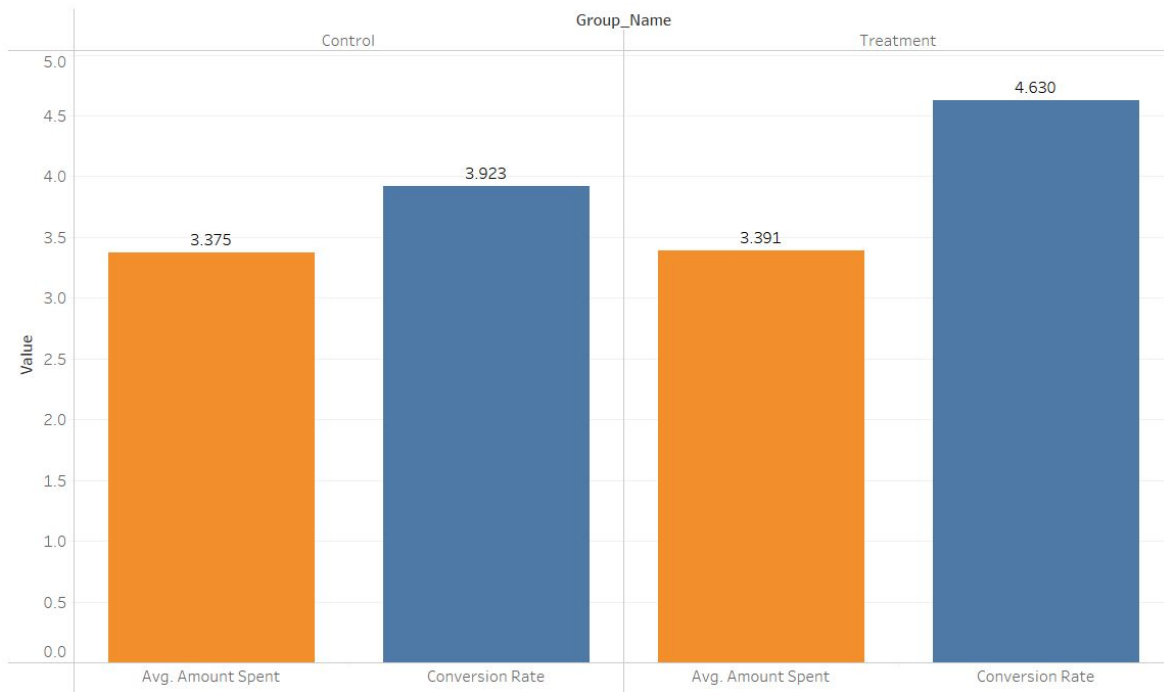
Duration of Experiment:

- 2 weeks

Sample Size:

- Control: 24,343
- Treatment: 24,600

Conversion Rate vs AVG Amount Spent

- Treatment group had a **higher** conversion rate than Control group (+0.707 %)

- Average Amount Spent was **almost similar** in both groups with a difference of $0.015

Novelty Effect assessment

- There is **no significant difference** between the number of users joining each day, no novelty effect can be observed

ID_Joindate

Day of Join Date

Count of id (GloBox extra.csv)

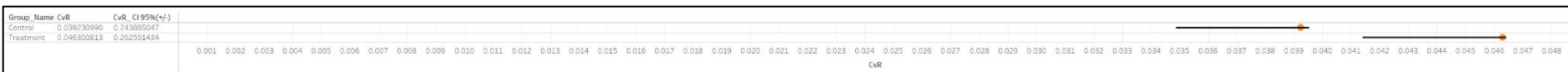| Group Name	
■	Control
■	Treatment
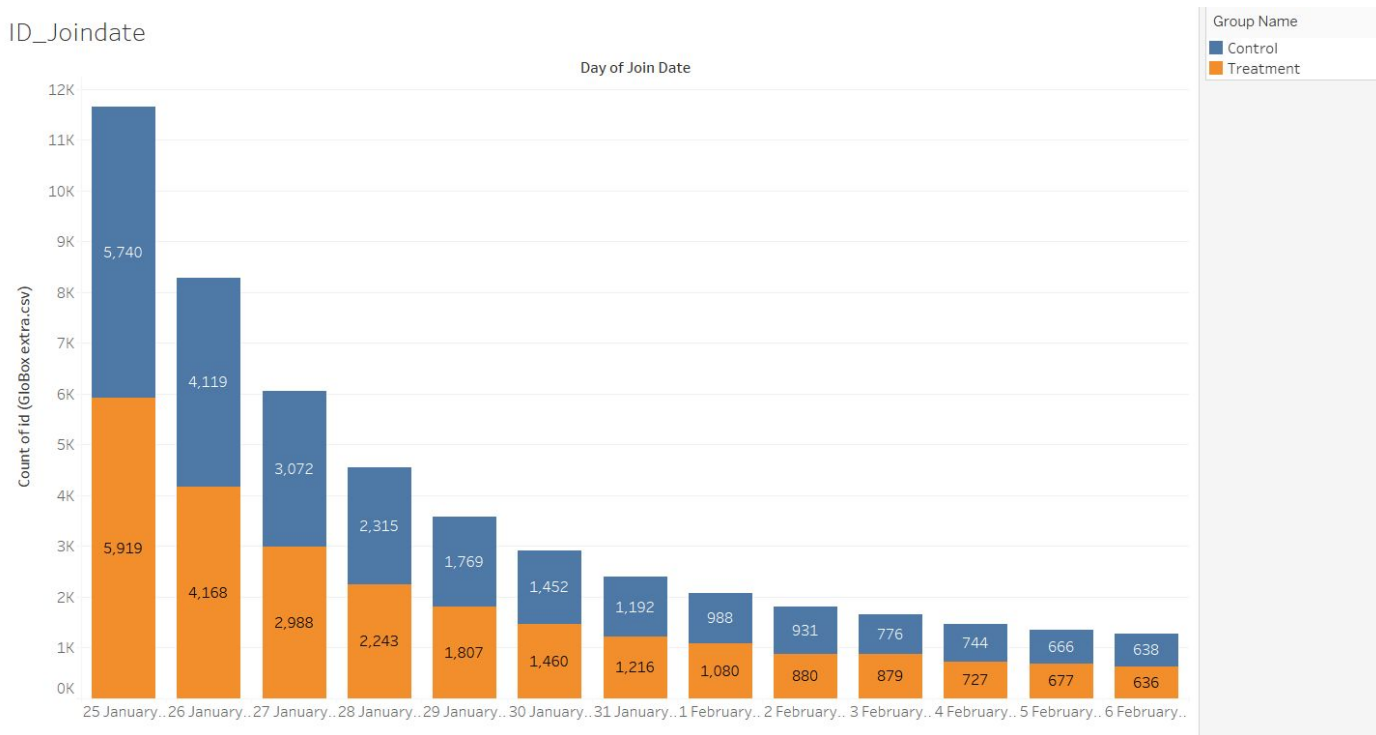
Hypothesis Testing

- There is sufficiently strong evidence that the **conversion rate** was different between the control and treatment group.

- There is no significant difference found in the **AVG Amount Spent** between the two groups.

Conversion rate estimates

- I estimate that conversion rate of the **Control** group lies between 3.67% and 4.16%, while for the **Treatment** group it lies between 4.36% and 4.89%

Group_Name	CvR	CvR_ CI 95%(+/-)
Control	0.039230990	0.243885047
Treatment	0.046300813	0.262591434

Recommendation

I strongly recommend launching the banner because:

- The treatment and the control group have a **significant difference** in the conversion rates
- The total amount spent by the Treatment group is **higher** than the one of control group
- The cost of launching the new banner **is not expensive** and combined with the benefits that we saw in the A/B test **is worth launching it**