# A/B Test For GoBlox

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Overview

- **GloBox** is primarily known amongst its customer base for boutique fashion items and high-end decor products. However, their food and drink offerings have grown tremendously in the last few months, and the company wants to bring awareness to this product category to increase revenue.
- Now we need to use an A/B test because it empowers businesses and individuals to make data-driven decisions, optimize user experiences, increase conversions, reduce risks and costs, foster continuous improvement, and objectively compare alternatives.
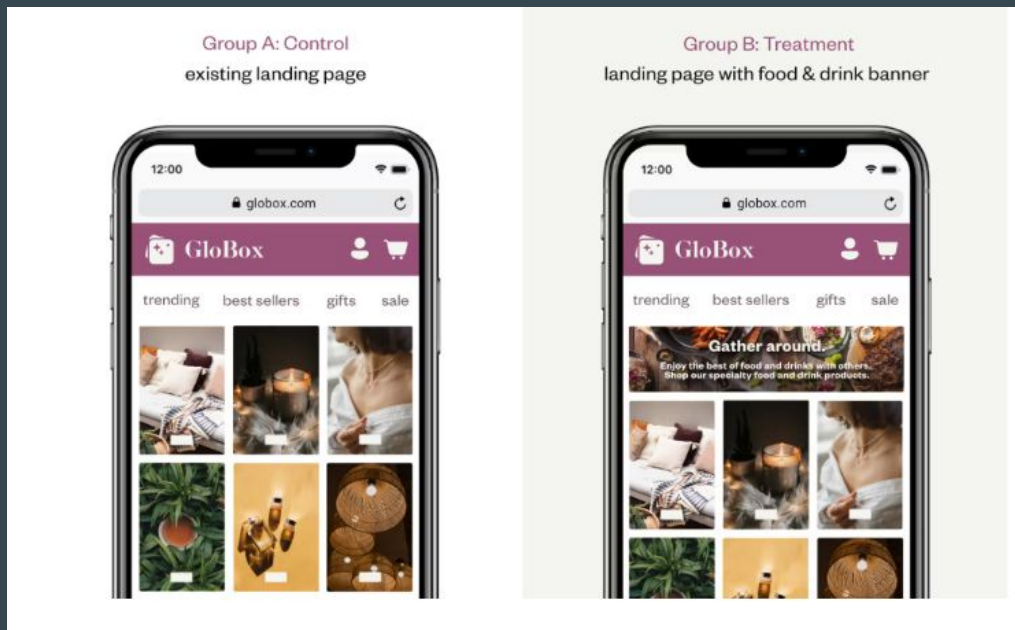
Understanding the problem

Item 1

- In this analysis, we're delving into the impact of changes made to the GoBlox application through an A/B test, where users were split into two groups: Group A and Group B. It's important to note that the split was 50/50

Item 2

- The experiment had a duration of two months

Item 3

The control group will use the regular app, while the treatment group will undergo a change to see if it affects profits and interactions positively.
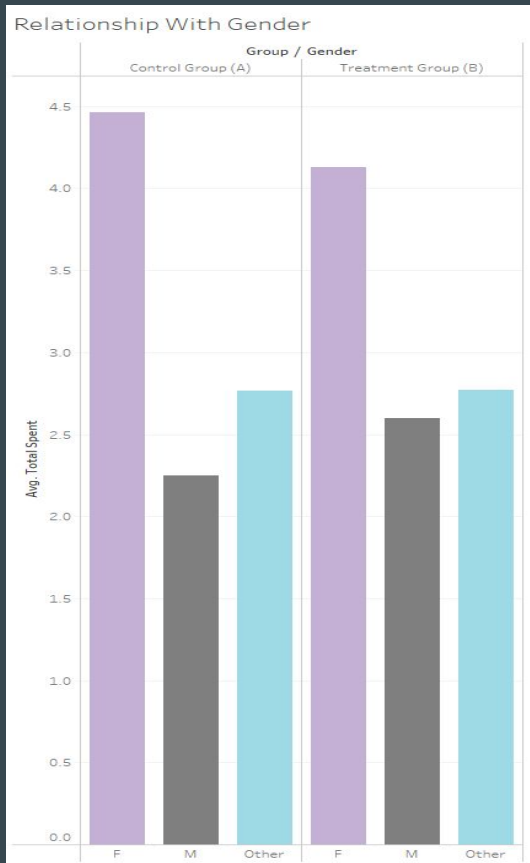
Project objective:

We want to know the percent of conversion and how successful was the changes we used for the treatment group.

- Conversion rates represent the percentage of users who completed a desired action, such as making a purchase.

- In our study, the Control group achieved a 3.92% conversion rate, while the Test group showed a slightly higher rate of 4.63%.

- We employed statistical tools to assess the significance of this difference, akin to detective work to determine if the changes are truly impactful.

- Our findings suggest a subtle improvement in the Test group's conversion rate, indicating a positive trend.
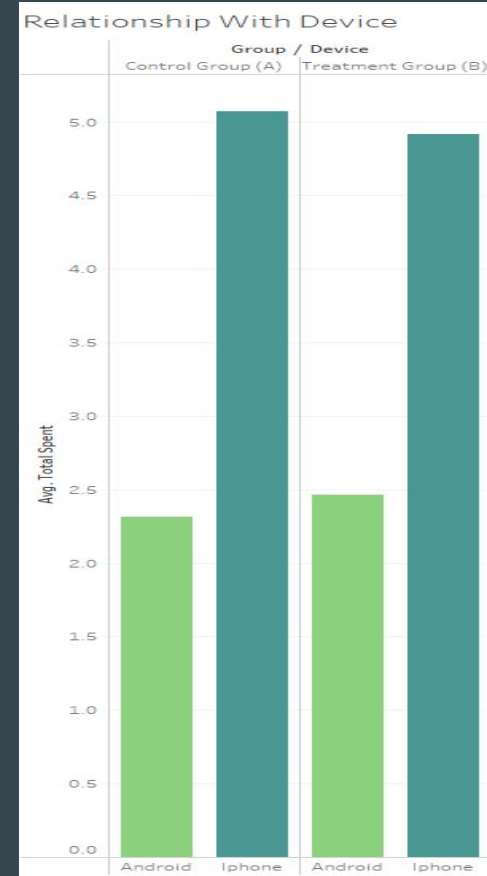
AVG Spent

Group	AVG Spent	Conversion Rate
Control Group (A)	3.375	0.039
Treatment Group (B)	3.391	0.046

Relationship With Gender

Comparing the devices, between iPhone and Android. The amount spent for both groups occurred on iPhone devices, with the Control Group having an average of 5.07 and the treatment group 4.91. This is almost double compared to those who used Android.
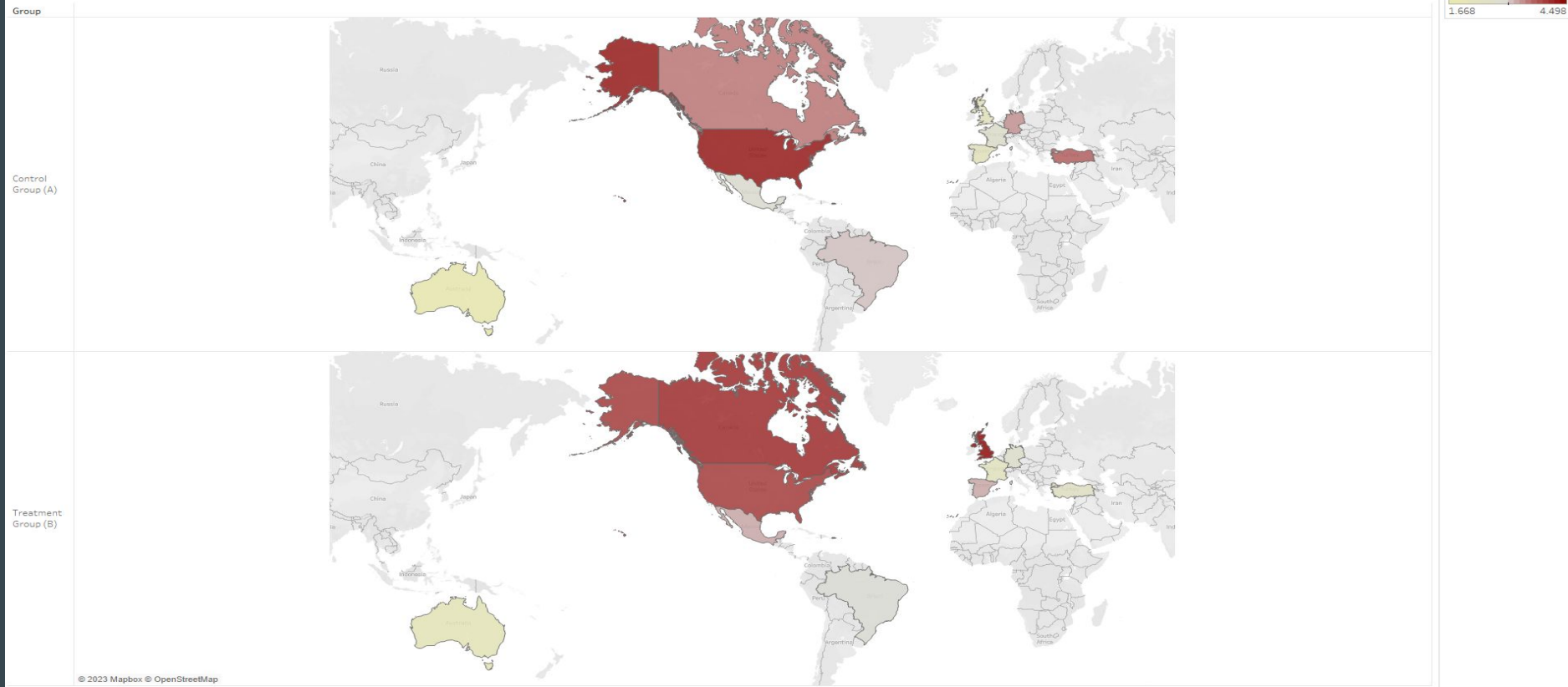
The female gender had a conversion rate of 5.14% for the control group and 5.43% for the treatment group, both of which were higher than those for males and others in both groups. Similarly, the amount spent in the app were higher for the female gender, with 4.46 in the control group and 4.13 in the treatment group.

Relationship With Device

In this map, we can identify the differences in amount spent and conversion rates, by country, keeping in mind that the redder the color, the higher the percentage and expenditure.
It can be observed that there was a higher concentration of users in North America.

Full View Of Analysis

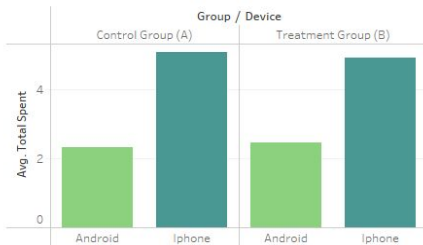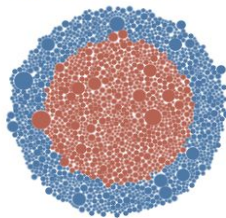## AVG Spent

Group	AVG Spent	Conversion Rate
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Relationship With Device

Amount Spent Control (A) & Treatment (B)

Group
- Control Group (A)
- Treatment Group (B)

Relationship With Gender

Group
- Control Group (A)
- Treatment Group (B)
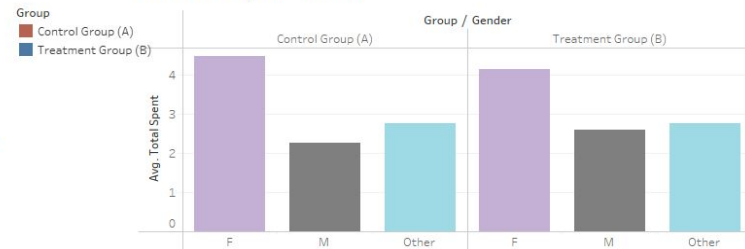
Relationship With Country

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Avg. Total Spent Per Country

1.668   4.498

Recommendations

In summary, while the recent changes in GoBlox showed a modest lift in the Treatment group's conversion rate, it's not the blockbuster success we hoped for. The statistical journey hinted at potential, revealing interesting user behaviors, but the impact remains subtle.

In the A/B testing landscape, ambiguity prevails. Our findings suggest a 'To Be Continued' story – the changes aren't a showstopper, but they open doors for further exploration.