

ENHANCING GLOBOX'S FOOD & DRINK CATEGORY

Utilizing an A/B Test
Approach.



WHY THE A/B TEST?

PURPOSE

Create awareness and drive user interaction within the food and drink category, ultimately boosting revenue.

**A/B
Test**



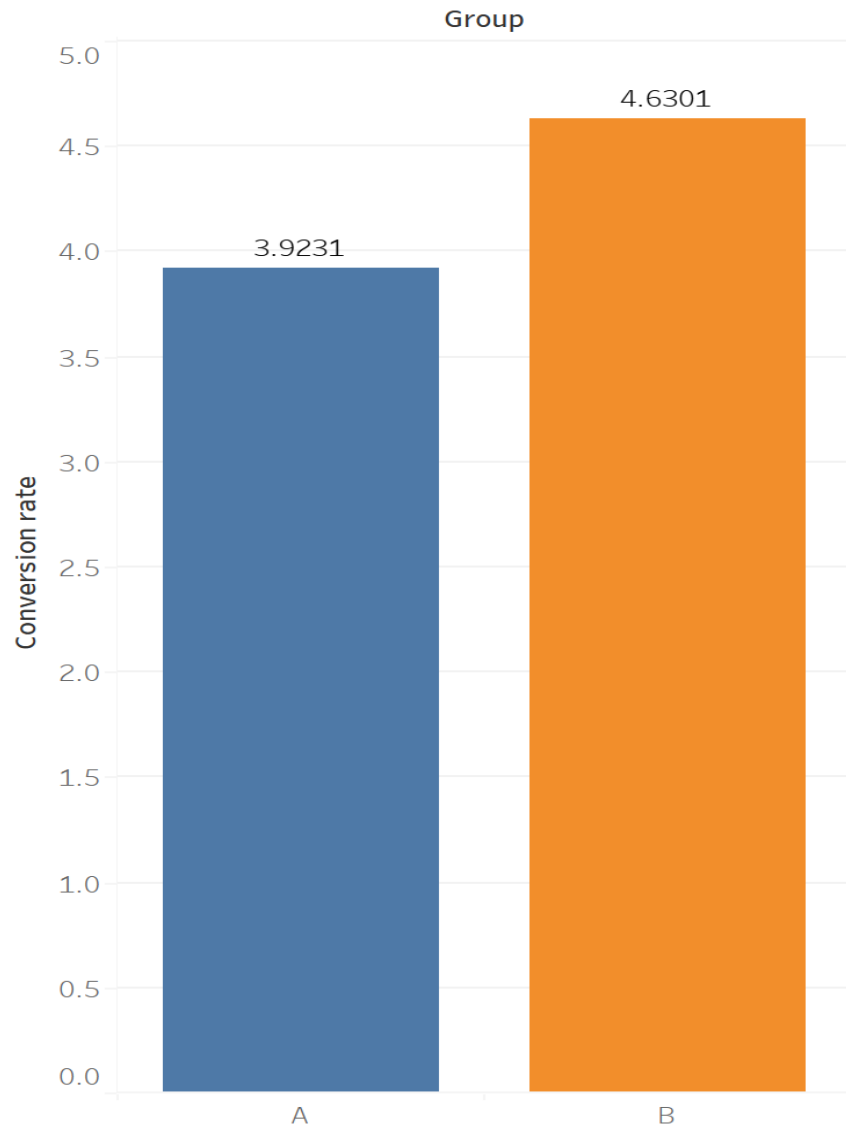
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graph LR; Purpose[PURPOSE] <--> ABTest((A/B Test)); ABTest <--> Objective[OBJECTIVE];
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OBJECTIVE

Determine if a new food and drink display banner on the homepage can increase engagement and sales

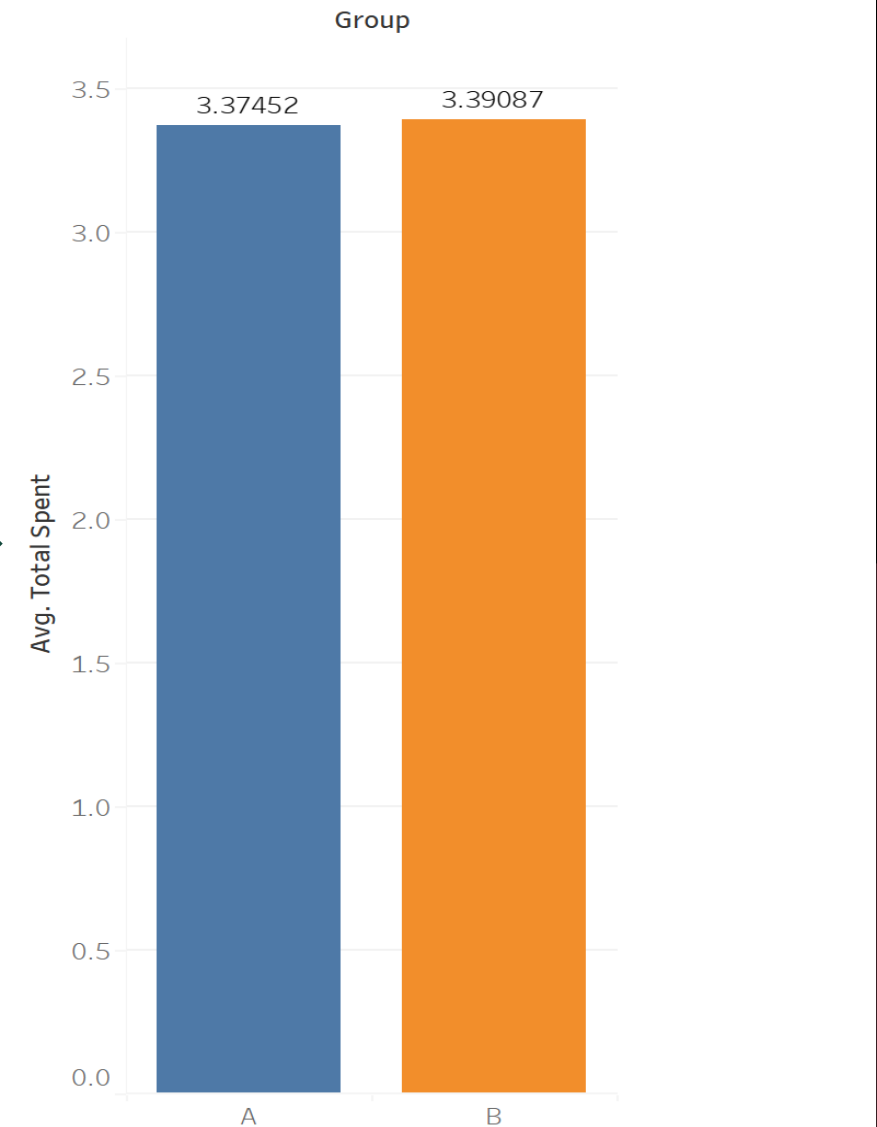
THE OUTCOME OF THE FINDINGS

Significant increase in conversion rate



A/B
Test

No significant difference in average spent



RECOMMENDATIONS

- I recommend that we launch the banner despite no significant change in spending, the increased conversion rate justifies launching the new display banner.
- The banner implementation is straightforward, not capital intensive, and manageable, making it a low-risk endeavor.
- Increased user engagement within the food and drink category can lead to long-term revenue growth.



Group B: Treatment
landing page with food & drink banner



CONCLUSION

The new banner effectively increased engagement within the food and drink category. However, we should continue testing with larger samples and gather user insights for ongoing improvements

THANK YOU