



Globox Insights

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Sep 06, 2023

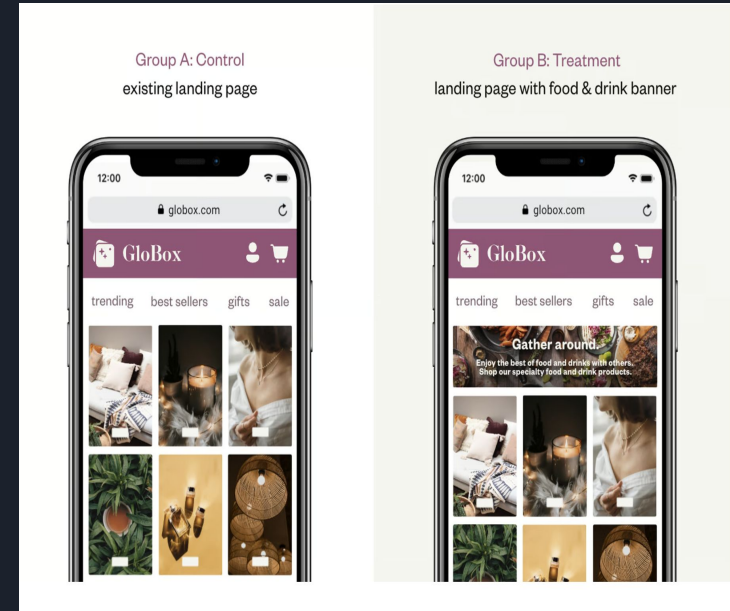


Summary

- A/B test was performed on the banner which highlights key products from the food and drink category.
- The control group sees the regular website, while the test group views a new banner highlighting food and drink products.
- The testing lasted for 13 days, from January 25 to February 6, 2023.

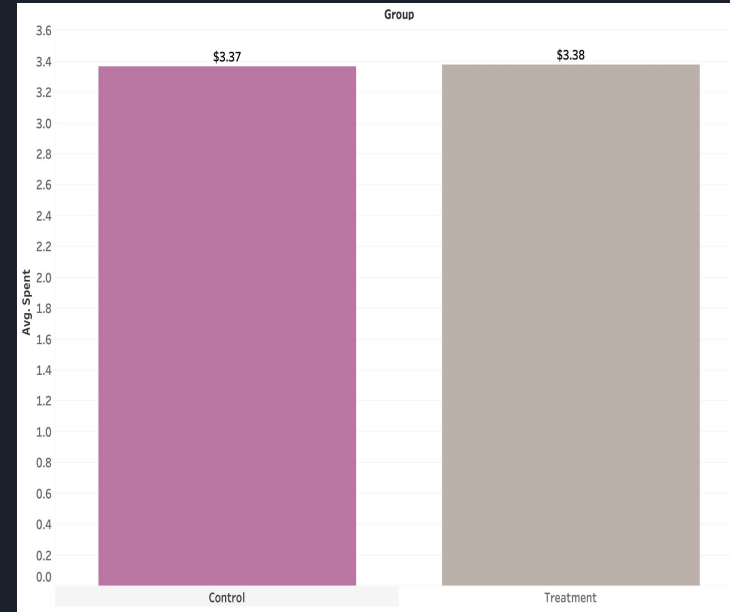
Summary

- Goal is to find change in revenue on updated Homepage.
- The control and treatment groups contained 24343 and 24600 users, respectively, for a total of 48943 users.
- Users are randomly assigned to both groups
- Key Metrics :-
 - Conversion rate
 - Average amount spent



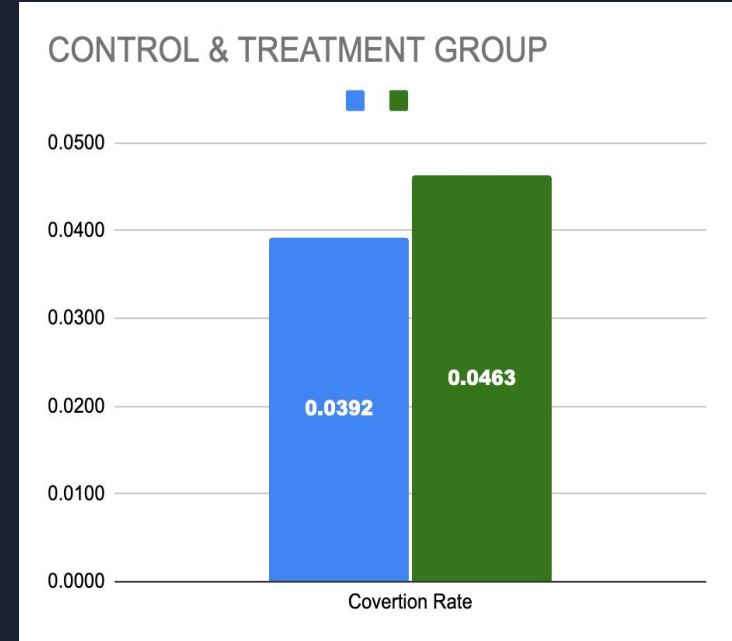
Average Amount per User

- The new layout shows no statistical evidence of increase in revenue.
- The Treatment group has a difference of \$0.01 in comparison to control group.
- Probability of error was 0.944 which is higher than 0.05.



Conversion Rate

- Conversion rate is when user made purchase during the testing period.
- Graph shows strong statistical evidence that there is difference in conversion rate.
- Treatment group : 0.0463
- Control group : 0.0392
- Probability of error was 0.0001 which is lower than 0.05.





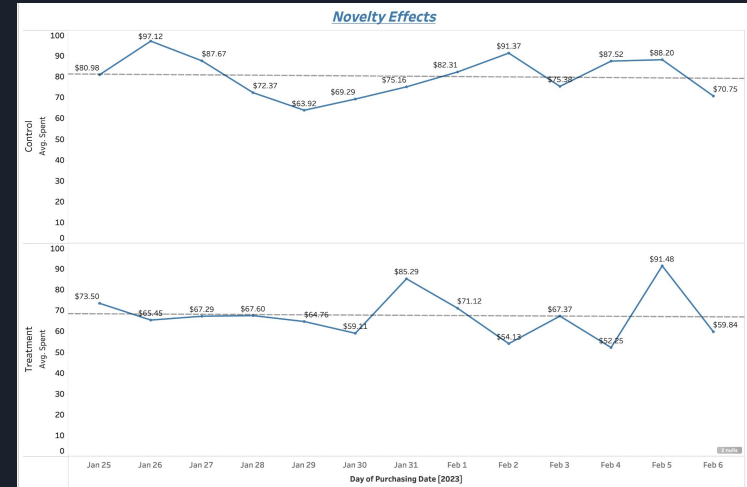
Recommendation

Launch if at least one of the metrics shows a statistically significant increase

- Based on the statistics above, I propose deploying the new banner on the homepage
- The conversion rate has increased significantly. However, revenues per user makes little impact.
- However, raising user awareness is still necessary.
- In terms of conversion, the treatment group outperforms the control group. We should continue iterating the process.

Novelty Effects

- Rising positive tendency in a short period of time is visible in graph.
- The line chart shows that expenditure increased in Treatment in comparison to control group. The new banner has had an influence on how customers shop online.



Thank You

