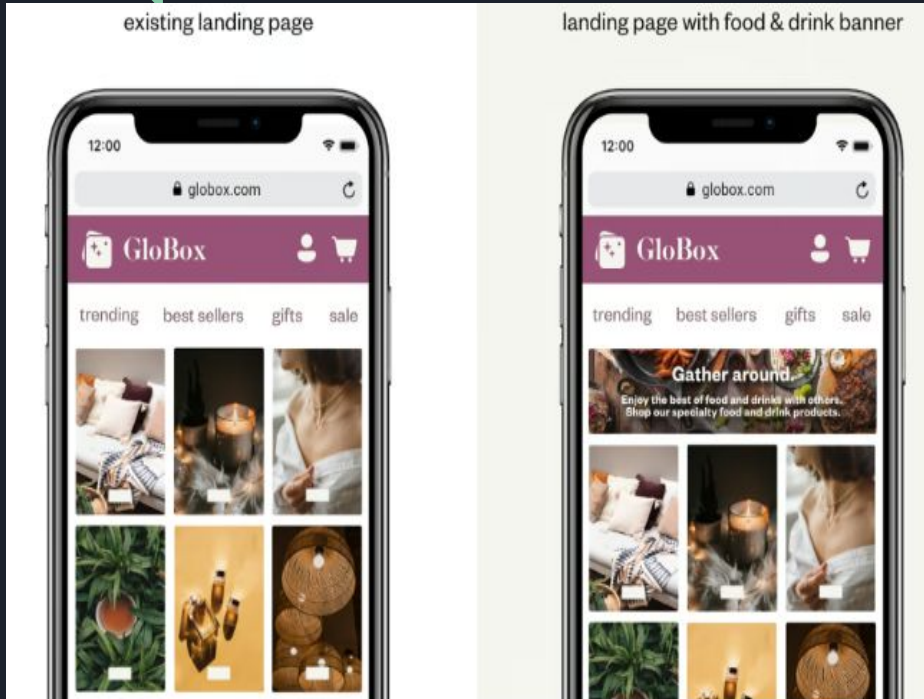




# A/B Test Results Presentation

Globox

# New Homepage Design



Goal- Increasing sales and amount of money spent by customers.

A/B Tested with 48943 users:

The control group had 24343 users while the treatment group had 24600.

Test took place from date: 2023-01-26 to 2023-02-06.



# Metric Lifts and Insights

## Content

### 1. Conversion Rate Lift:

- Group B (treatment) shows a 2% higher conversion rate than Group A (control).
- Changes in Group B led to a significant increase in user conversions.

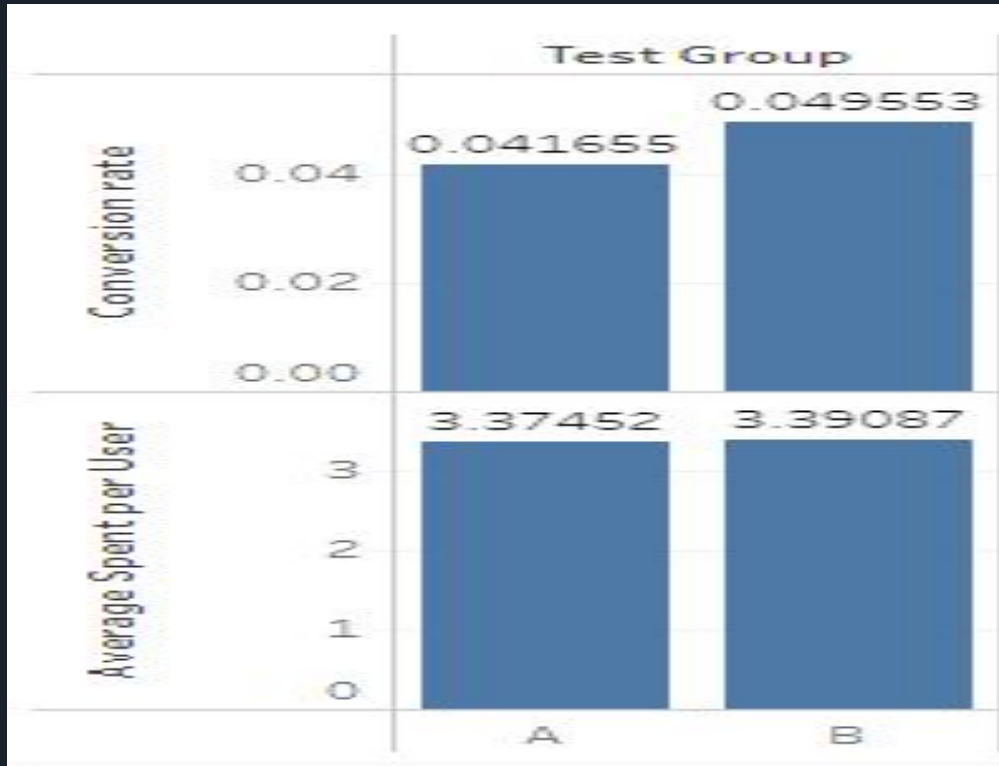


## 2. Average Amount Spent:

- No significant difference in average spending observed between Group A and Group B.
- Higher conversion rates in Group B didn't translate to immediate spending changes.

# Recommendation:

Control vs Treatment





# Conclusion

Based on our analysis, I recommend that we hold off on launching the changes to all users for now. Although we saw a notable increase in the conversion rate among users exposed to the new experience, the lack of a significant difference in average spending suggests that the changes may not strongly influence overall user behavior. Considering the limitations and potential external factors, it's important to conduct further investigation before deciding to launch