A/B Test Results
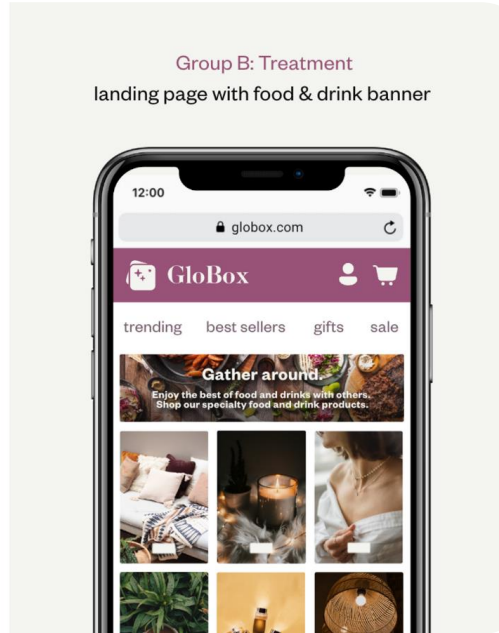# Effectiveness of Food and Drink Banner on User Conversions

Fatemehalsadat Chavoshian
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Group A: Control
existing landing page

Group B: Treatment
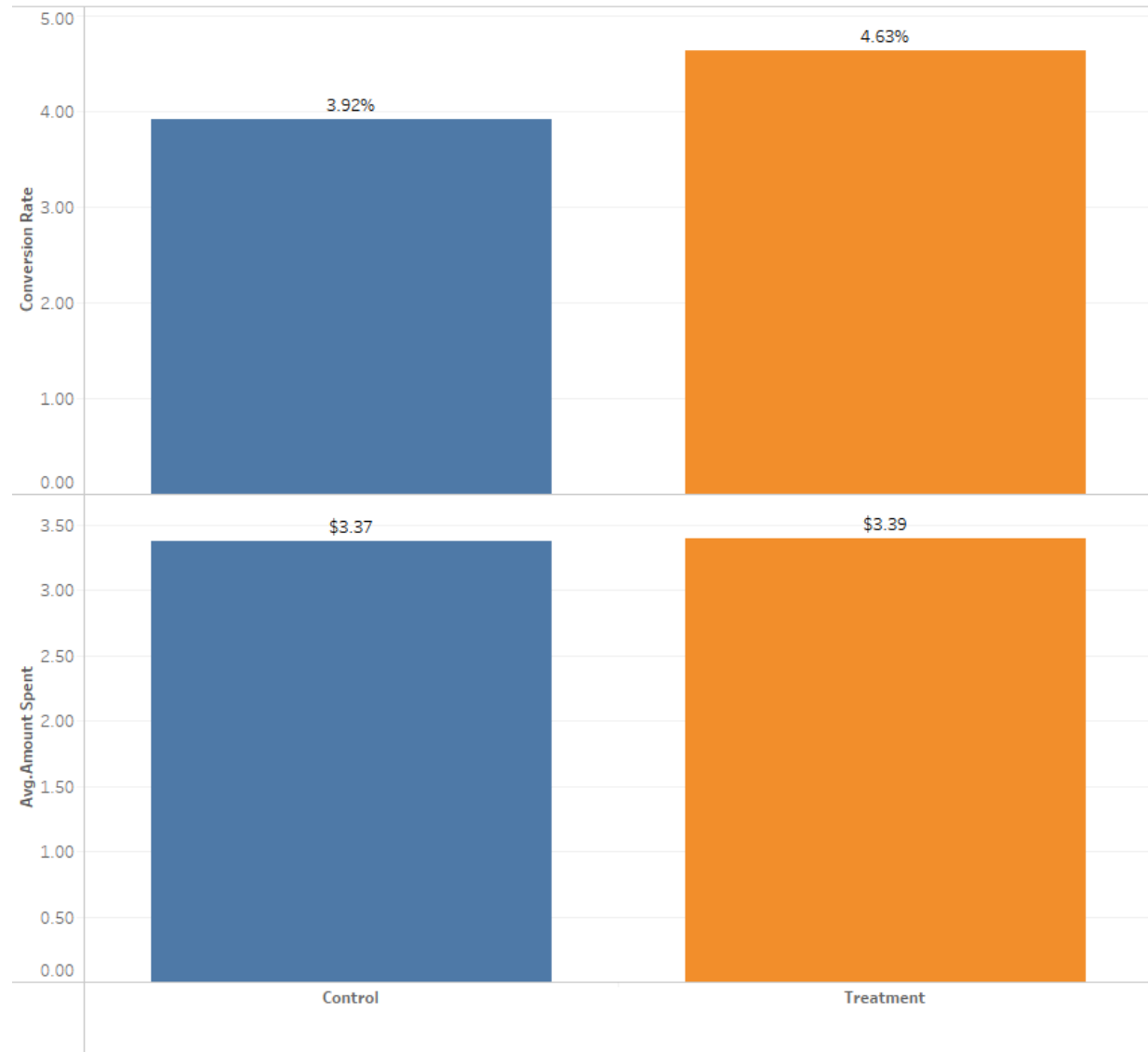landing page with food & drink banner

Goal:

Test the effectiveness of the food and drink banner on user conversions.

Success Metrics:

- User conversion rate (%)
- Average amount spent ($)

Conversion rates:

The food and drink banner significantly increased conversion rates.

Average amount spent per user:

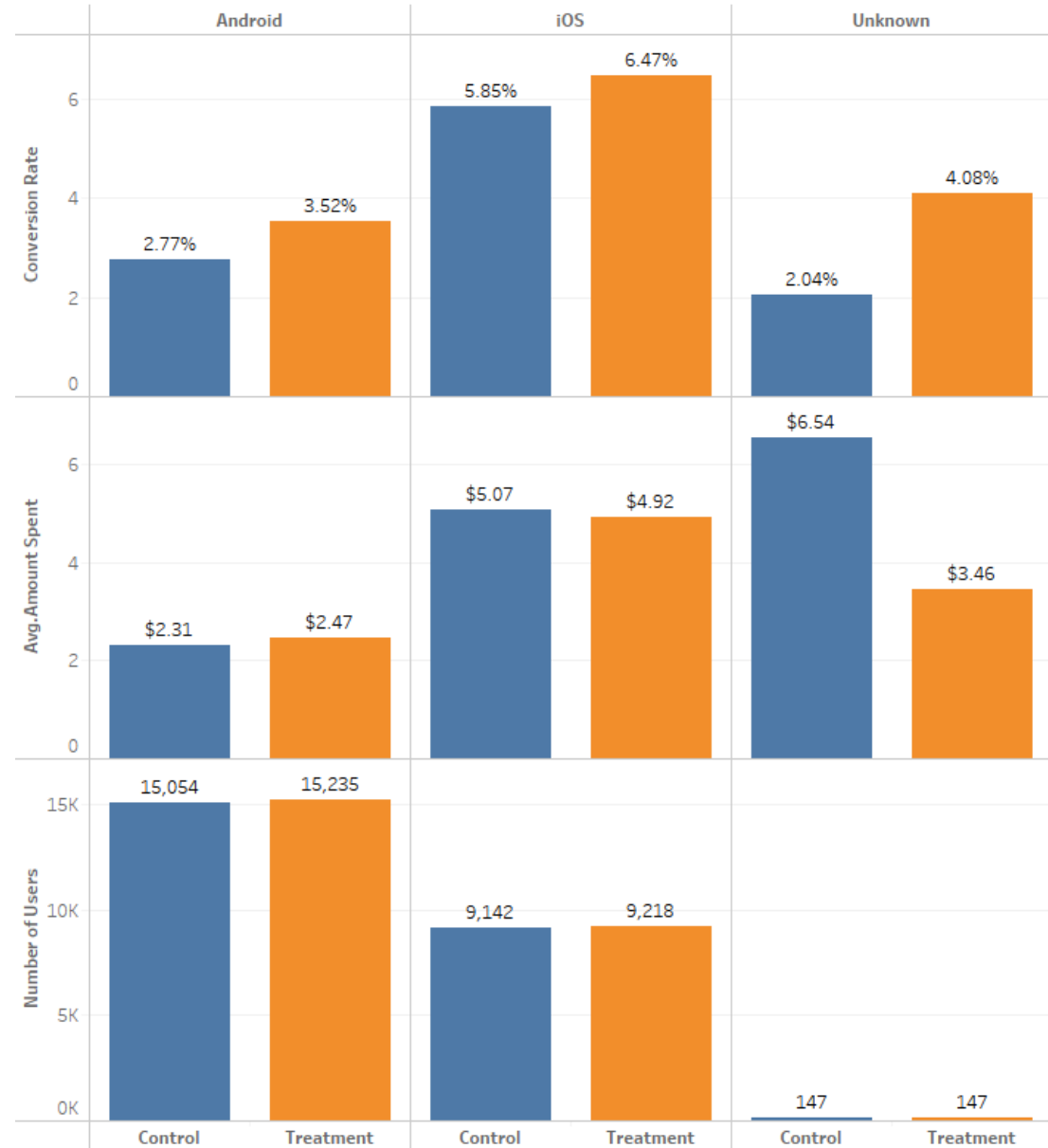There was no significant impact on the average amount spent per user.

Results by Test Group

User Behavior Differences

Breakdown by device:

Android users had a higher improvement in conversion rates compared to iOS users.
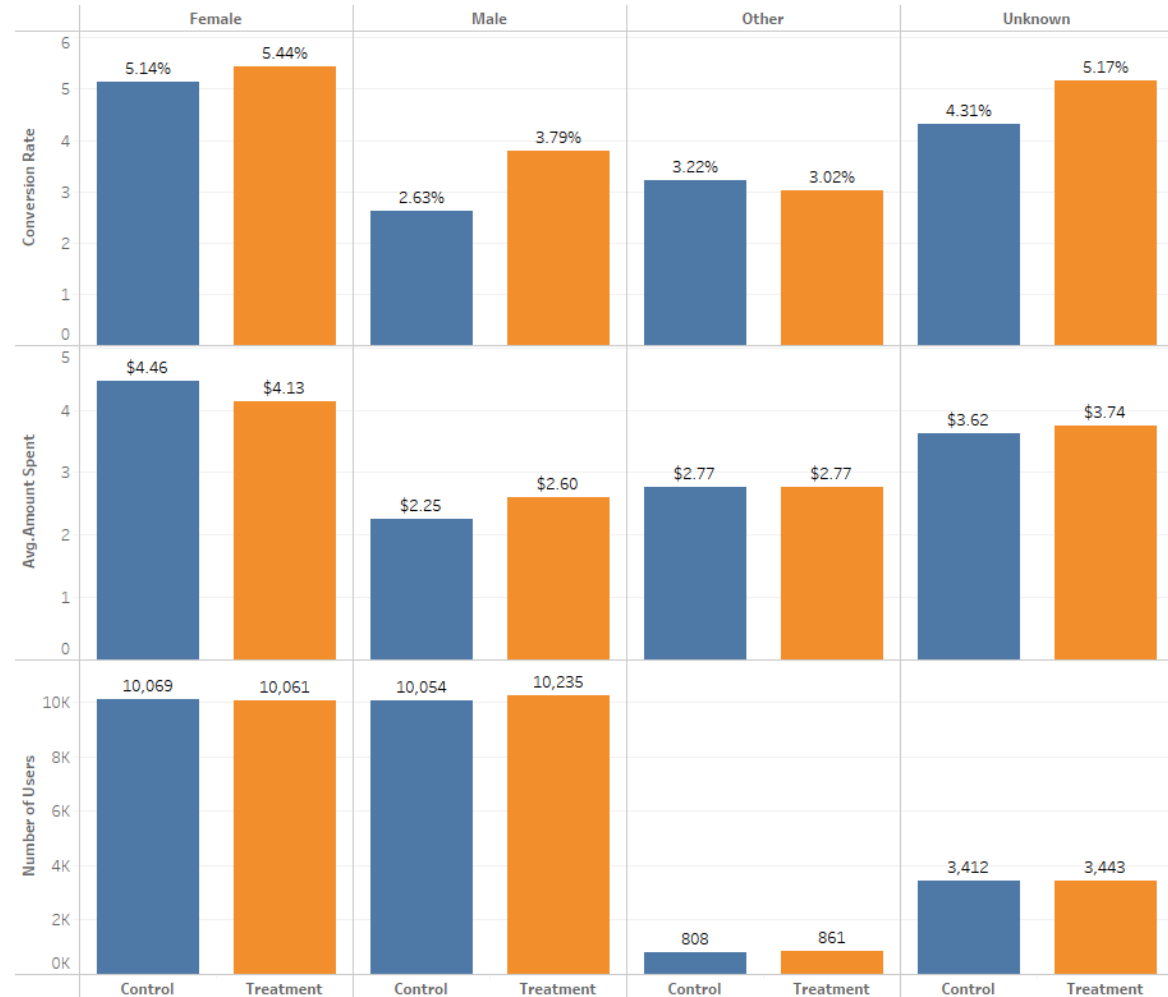

Device Segmentation

User Behavior Differences

Breakdown by gender:

Males showed a more significant increase in conversions than females.

Gender Segmentation

User Behavior Differences

Breakdown by region:

There is an increase in conversion rate across regions, and the average amount spent per user was consistently flat.

Regions Segmentation

	Australia	Europe	North America	South America	Unknown
Conversion Rate	Control 2.14% / Treatment 3.04%	Control 3.28% / Treatment 3.92%	Control 4.53% / Treatment 5.46%	Control 3.73% / Treatment 4.06%	Control 5.41% / Treatment 4.03%
Avg. Amount Spent	$1.67 / $2.08	$2.93 / $2.97	$3.86 / $3.88	$3.21 / $3.07	$3.26 / $3.54
Number of Users	608 / 560	7,743 / 7,875	10,891 / 11,189	4,805 / 4,629	296 / 347

Recommendation

For iterating consider:

- Explore whether there is cannibalization of existing product categories and adjust the user experience accordingly.

- Extend the duration of the experiment to ensure a sufficient sample size for more reliable insights.

- Focus on optimizing the design and placement of the banner.

We should not launch this experiment

Conclusion

➢ The food and drink banner significantly increased conversion rates.

➢ Further optimization is required to improve the average amount spent per user.

➢ Personalized strategies for different user segments are crucial for maximizing effectiveness.

Q&A

Thank You