

GLOBOX A/B TESTING ANALYSIS

Objective : Experimenting a New Food & Drink Landing Page Banner

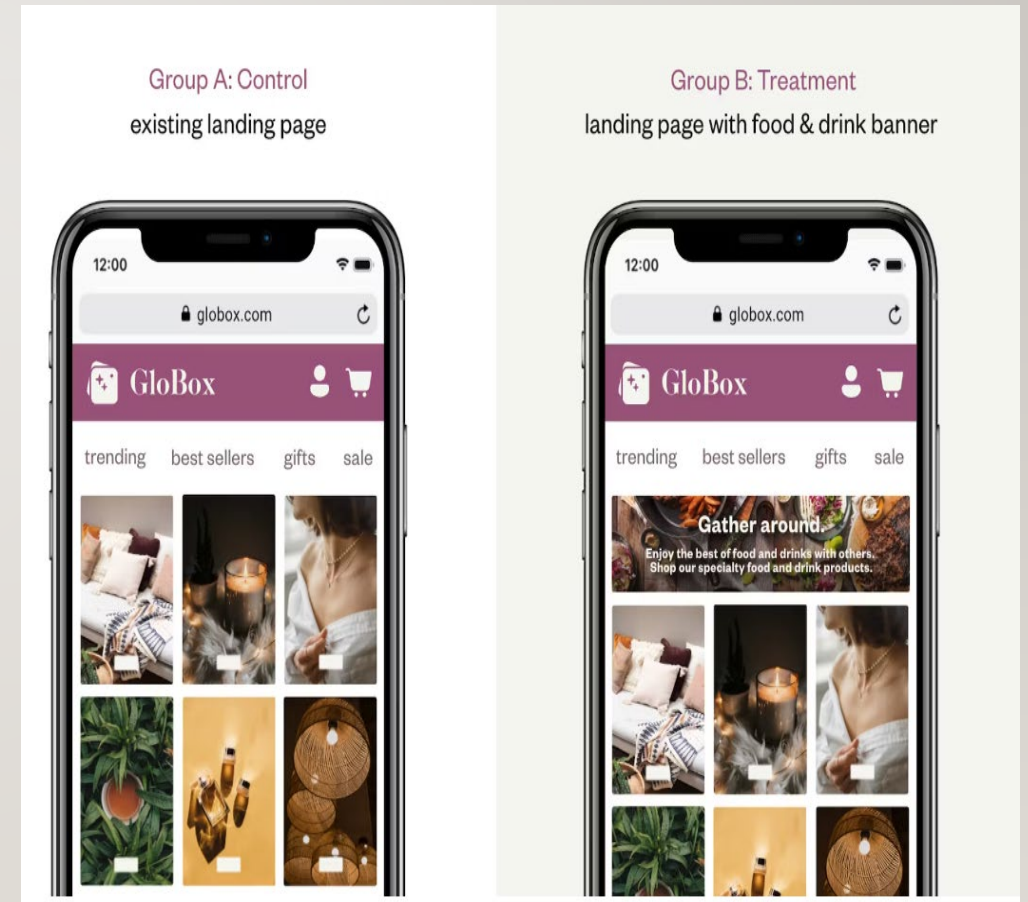


Summary

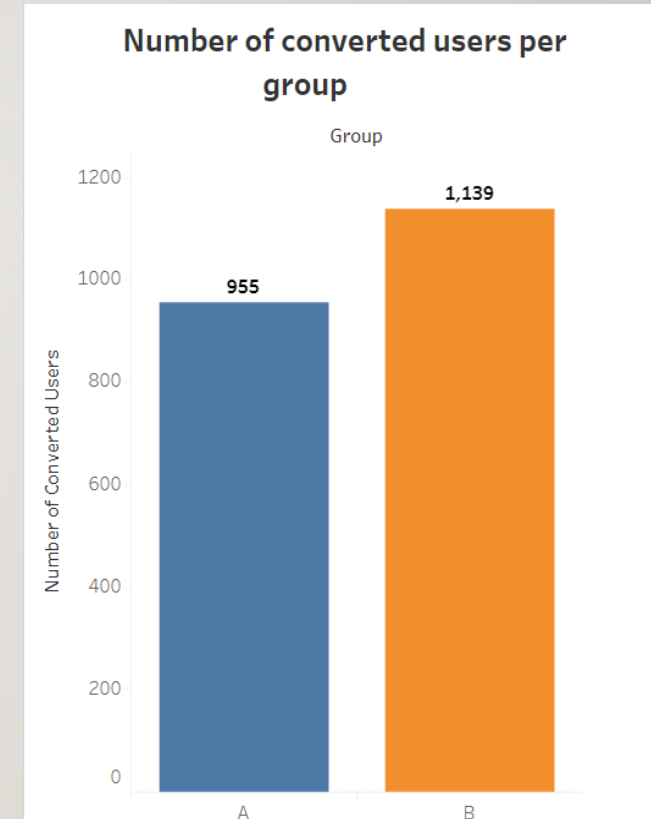
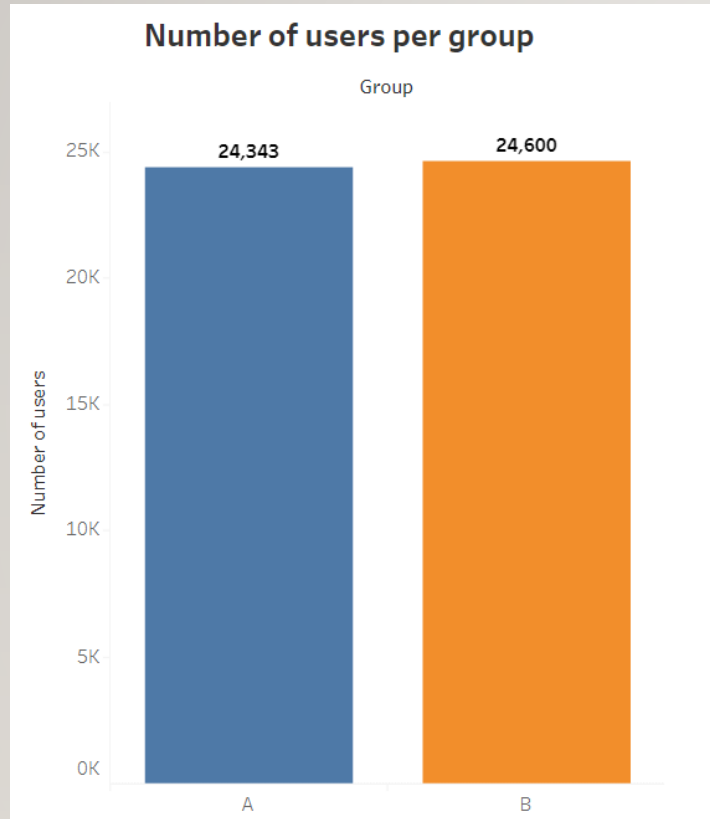
Based on the conducted analysis, we recommended to launch the new version of the app that includes the food and drinks banner after noticing a sufficient increase in user Conversion Rate

Experiment Context

We carried out an A/B testing for a landing page banner displaying food and product category. In the trial, users were placed into two groups: A and B, which acted as the control group where users were exposed to the old version of the app while the treatment included users who interacted with the new app version showing the banner.



Participants were randomly assigned to either Group A or B and the trial lasted for 8 days.

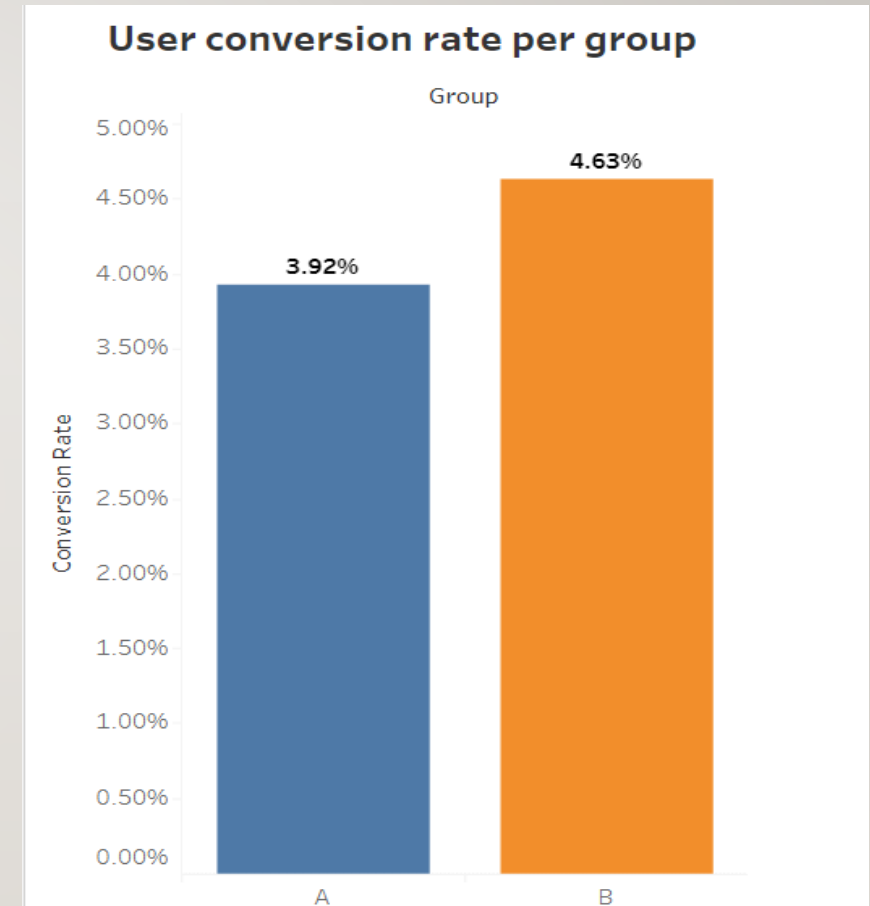


Metrics Result Analysis

I. Conversion Rate:

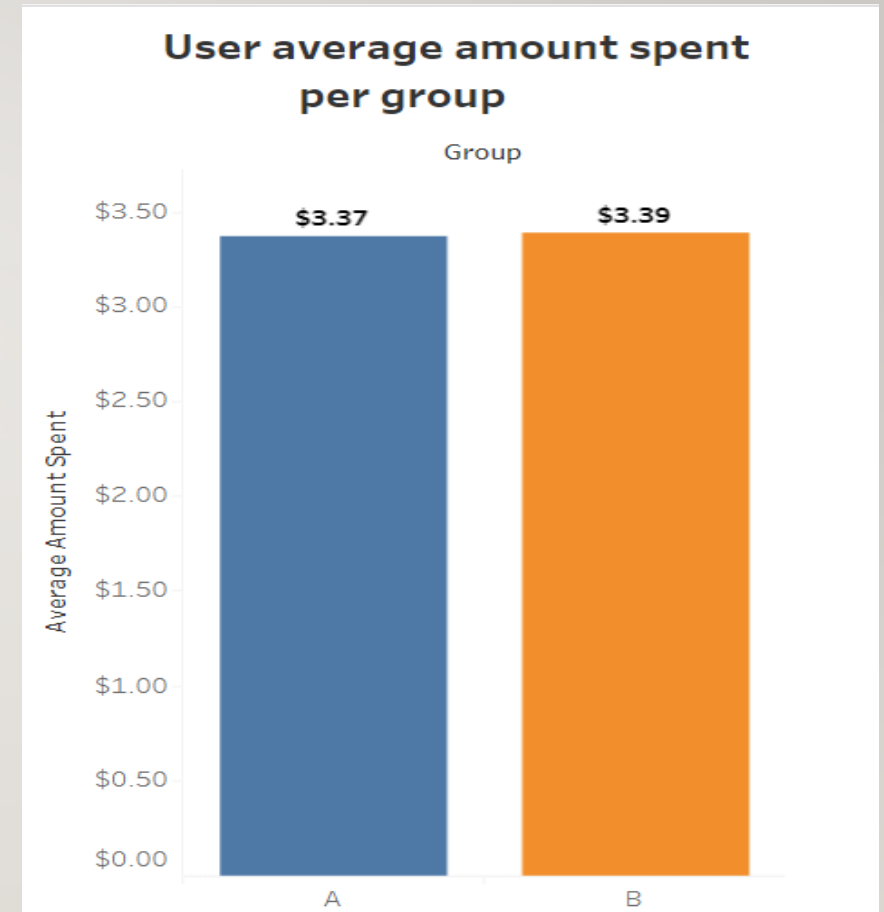
To determine whether there is a difference in conversion rate between the two groups, we conducted a hypothesis test. At a significance level of 5%, we observe a significant difference, which falls within the 95% confidence interval of (0.0035, 0.0107).

A substantive 18% increase was observed between the two groups.



II. Amount Spent :

We didn't find a substantial difference in spending between the groups receiving a 0.5% increase. The p value of 0.931, with a significance level of 5%, confirmed that the hypothesis of no difference was true. The 95% confidence interval is (-0.435, 0.475).

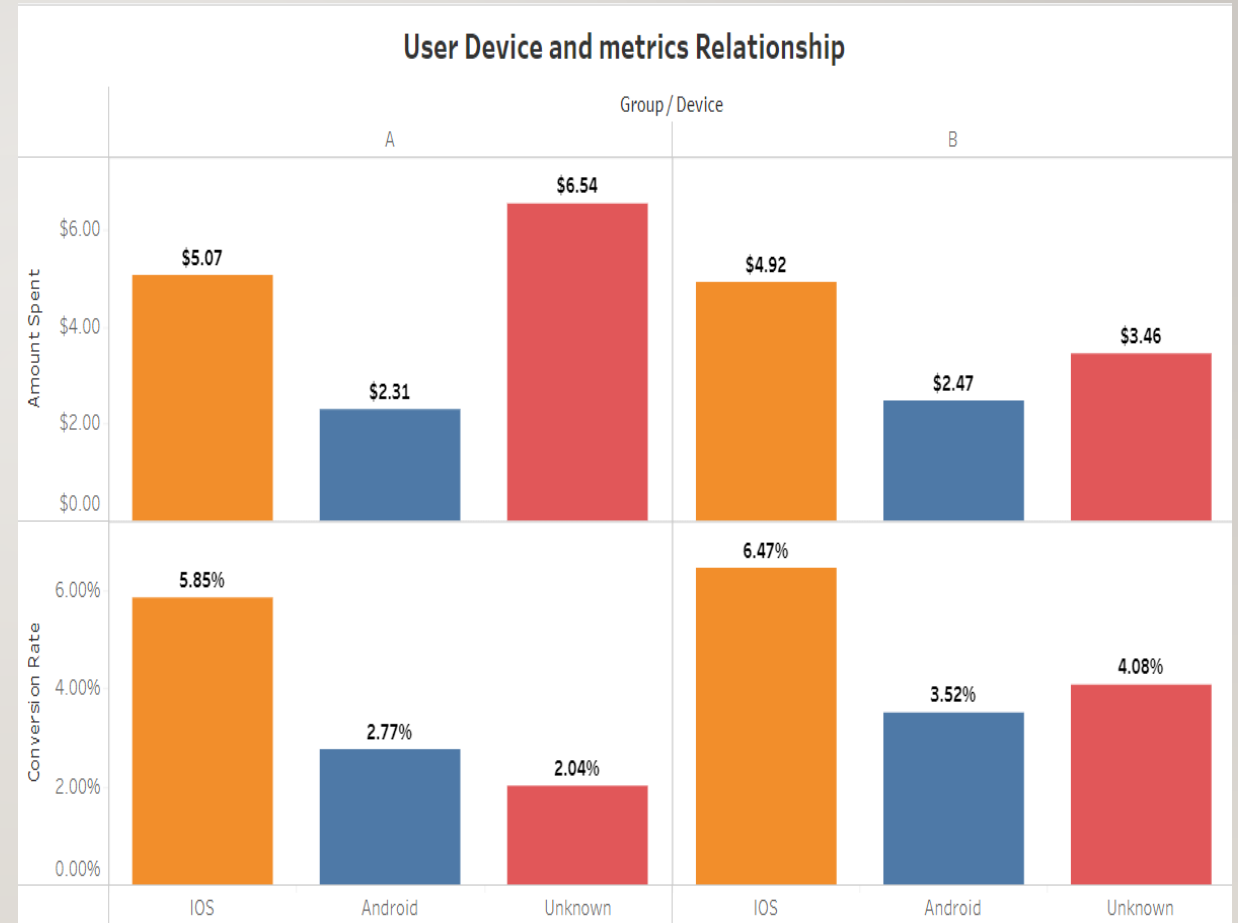


Diving into Gender, Device and Country Analysis

I. Device

The device analysis in the figure leads us to the following conclusion:

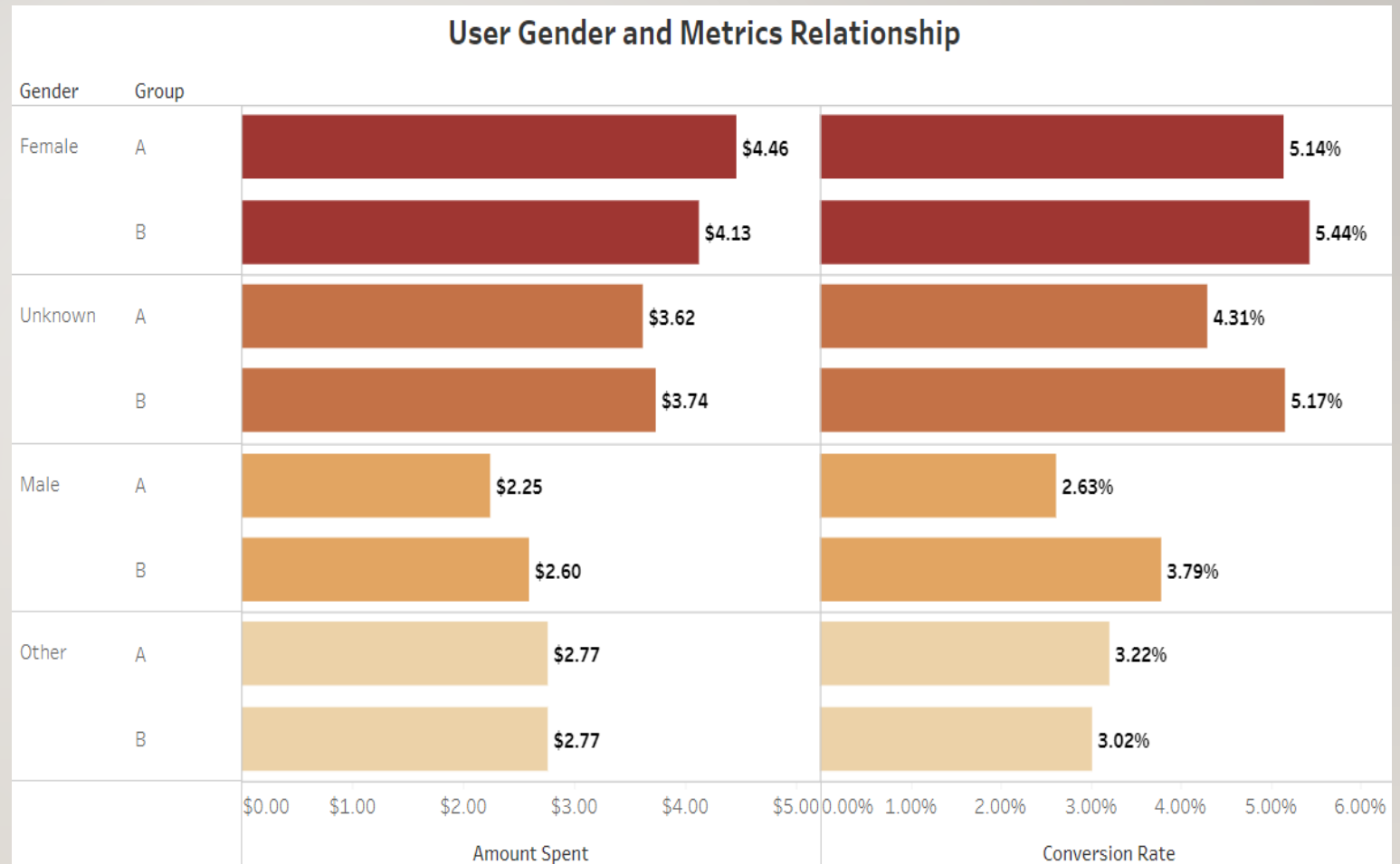
- ✓ IOS conversion rate is higher than Android users. However, the lift in conversion for Android consumers is significantly higher at 27%.
- ✓ Users with unknown device spent more in the old app version then the updated one



II. Gender

By analyzing the gender relationship to the metrics, the following can be determined:

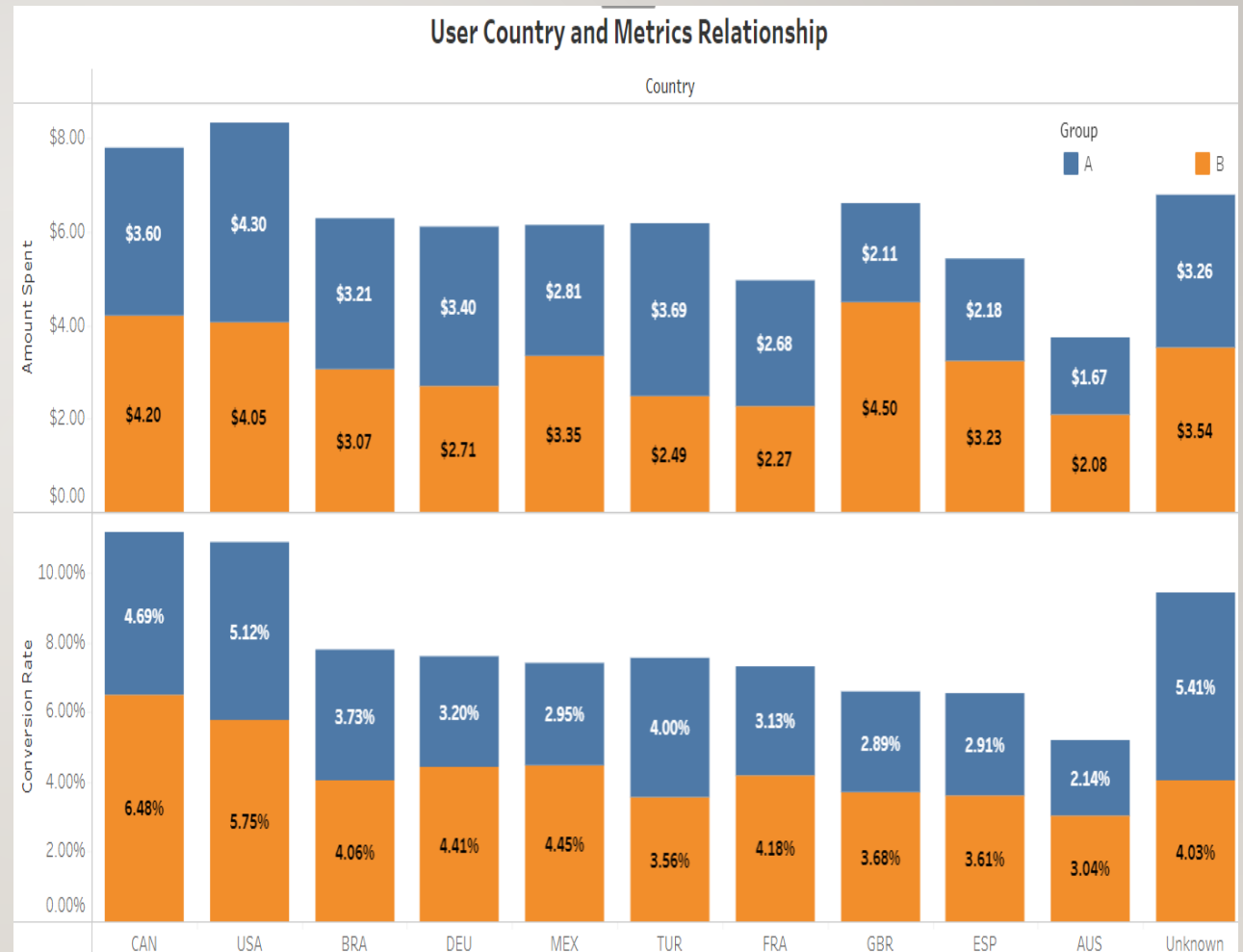
- ✓ Female users have the highest conversion rate when compared to male users.
- ✓ Male conversion rate and amount spent lift is the highest with 44%, 15.5% respectively.
- ✓ Female consumers are more likely to convert than males.



III. Country

Monitoring country-specific metrics yielded the following results:

- ✓ The majority of nations saw a considerable increase in their conversion rates, with Mexico leading the way at 50.8%.
- ✓ Users from the United Kingdom performed well in terms of spending more after being exposed to the new version of the app interface, as evidenced by a 113% increase in expenditures.



Recommendation

- ✓ After observing an improvement in a one of the success metric, it is advised to deploy the new app version that includes the food and beverages banner.
- ✓ A statistically significant increase in conversion rate was observed.
- ✓ We cannot determine whether or not to deploy the banner if we consider sales revenues that are primarily correlated with the user's product interest and bias purchase behavior.