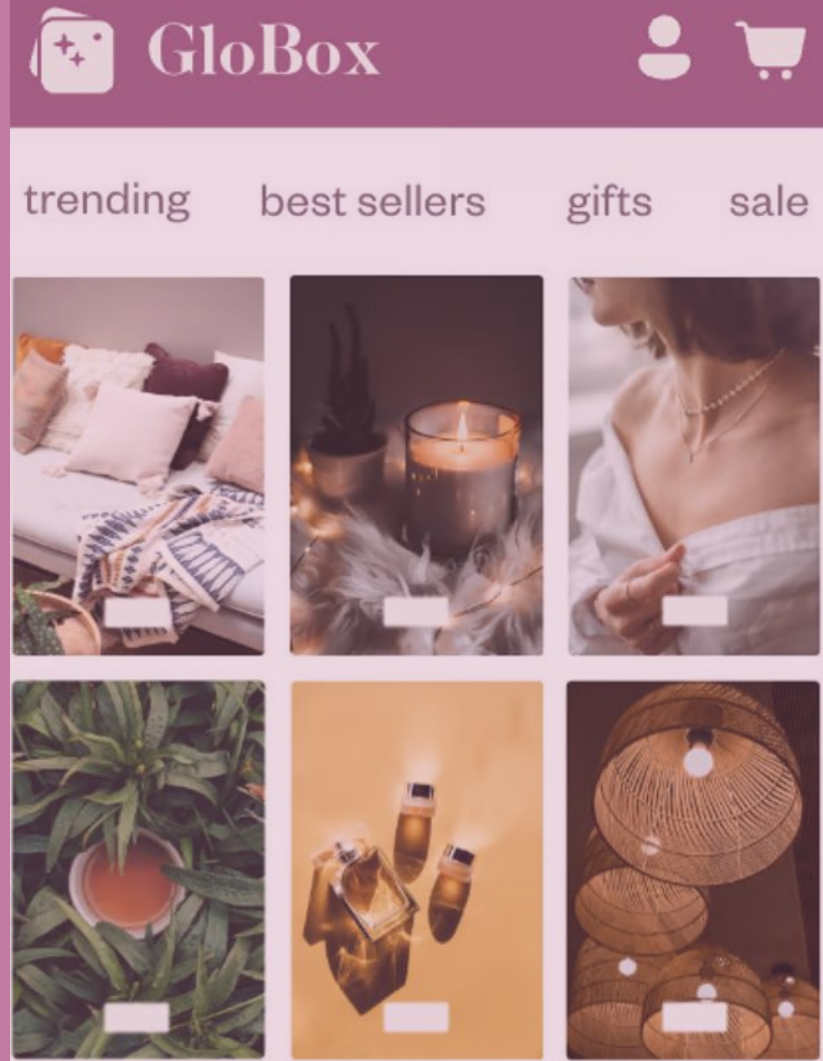


GloBox Food and Drink Product Banner's Influence on Revenue

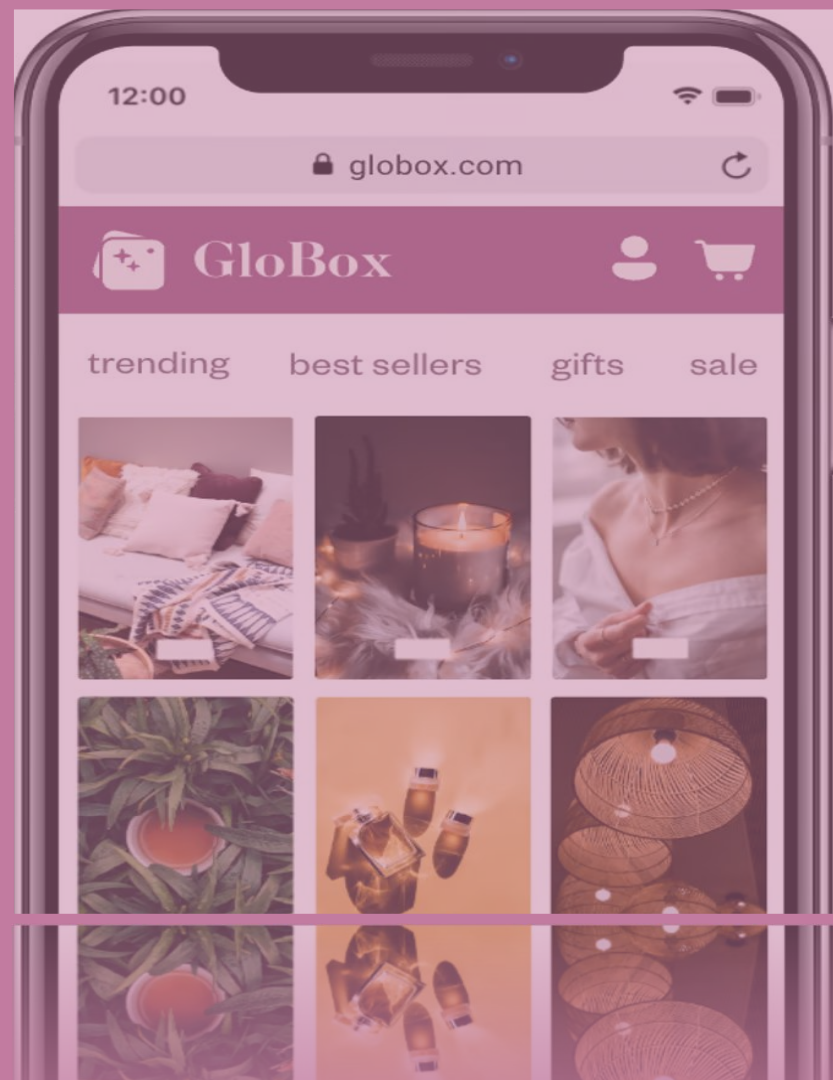
BY
AGUZUE, OLU EBUBE
GOODNESS

AUGUST 2023

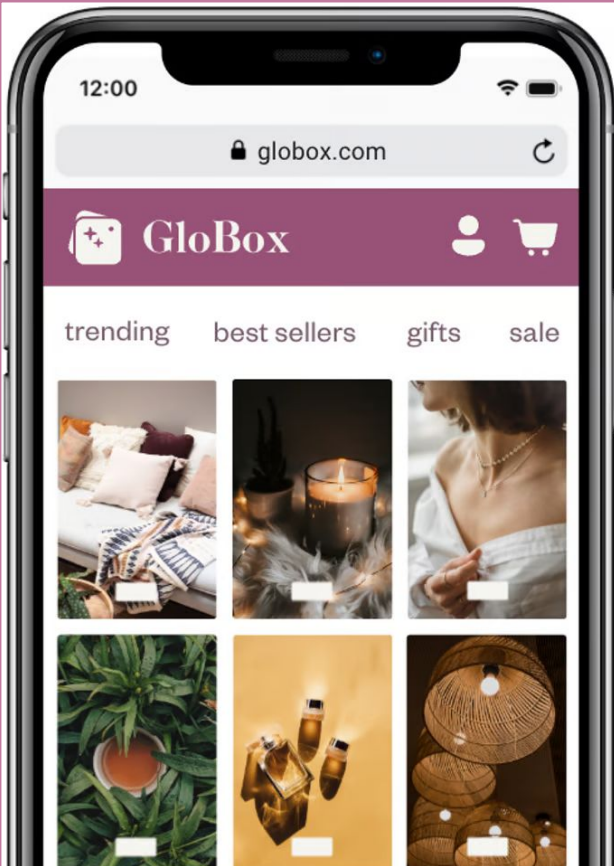


About Study

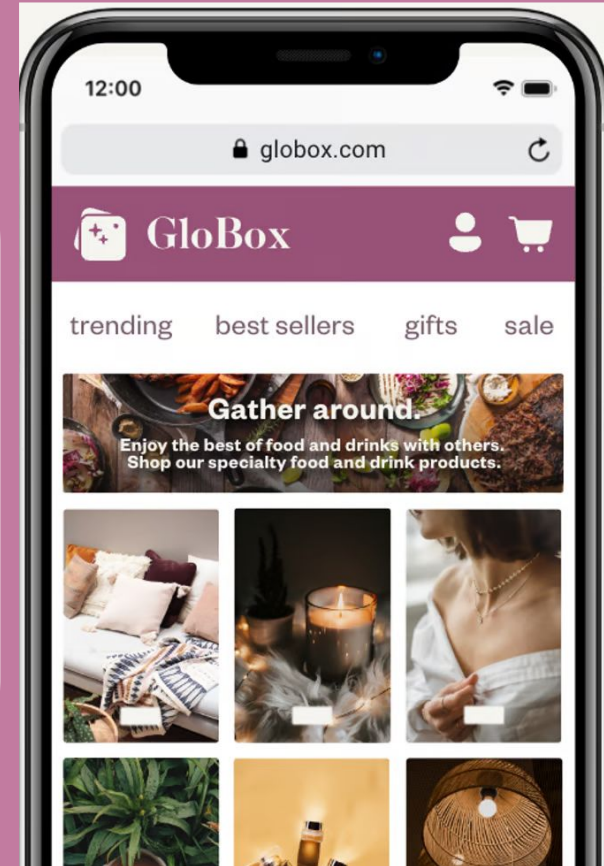
- Analyzing GloBox Group Experiment on Food & Drink Banner
- Extracting Insights & Data-Driven Recommendations
- Help Enhance Revenue and User's Engagement



Control Group
Existing landing
page



Test Group
Landing page with food and drinks
banner



Introduction

- Randomly assign users to the Control or Test group
- Determine if Users convert or don't convert
- Assess conversion rates and average spending in both groups.
- Understanding conversion rates, average spending, and the impact of the banner.

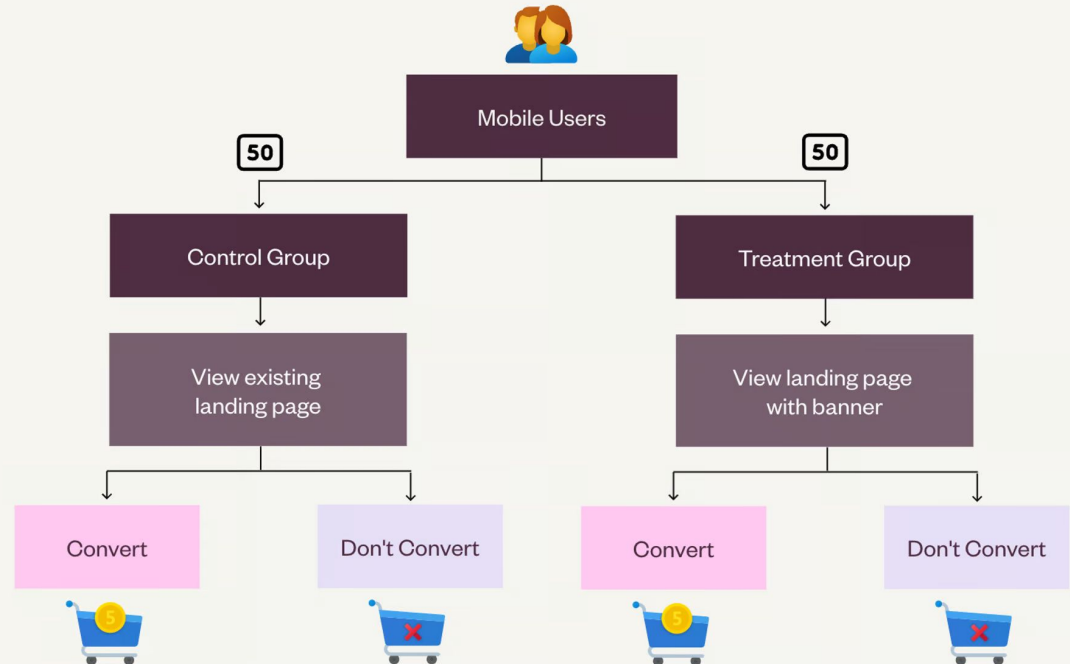


Duration

January 25, 2023 - February 6, 2023

Objectives

- Strategic Focus on Revenue Enhancement
- Study Groups for User Behavior Insights
- Mobile-Centric Experiment with Clear Objectives
- Importance of Inclusive Analysis
- Focus on Conversion Rates and Spending Patterns



Study Insights

	Convert	Non Convert	Grand Total
Control	955	23,388	24,343
Test	1,139	23,461	24,600
Grand Total	2,094	46,849	48,943

- Counts of converts/ non converts
- Counts of user in both groups
- Grand total of the experiment

Difference in Analysis

- Estimated **strong evidence** of a difference in conversion rate between both groups
- Estimated **little to no difference** in the average spent



Test Metrics vs Device Type



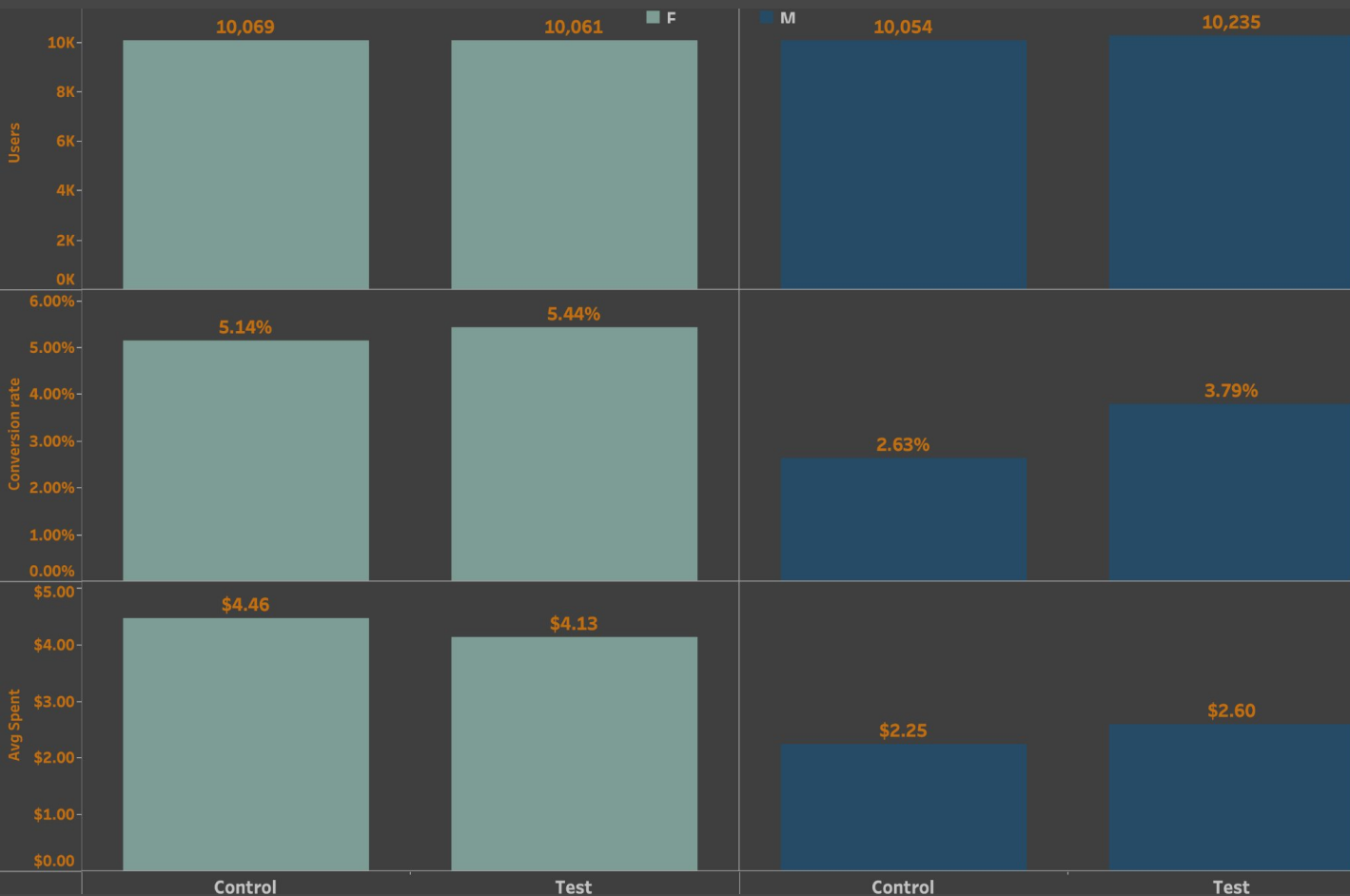
- Android higher users
- iOS higher conversion & avg spent overall
- Android and iOS with higher Test group conversion rate
- Both with negligible difference in average spent

Test Metrics vs User's Country

- USA leads user count
- Canada has highest Test conversion
- USA has highest Control conversion
- Average spent varies between countries



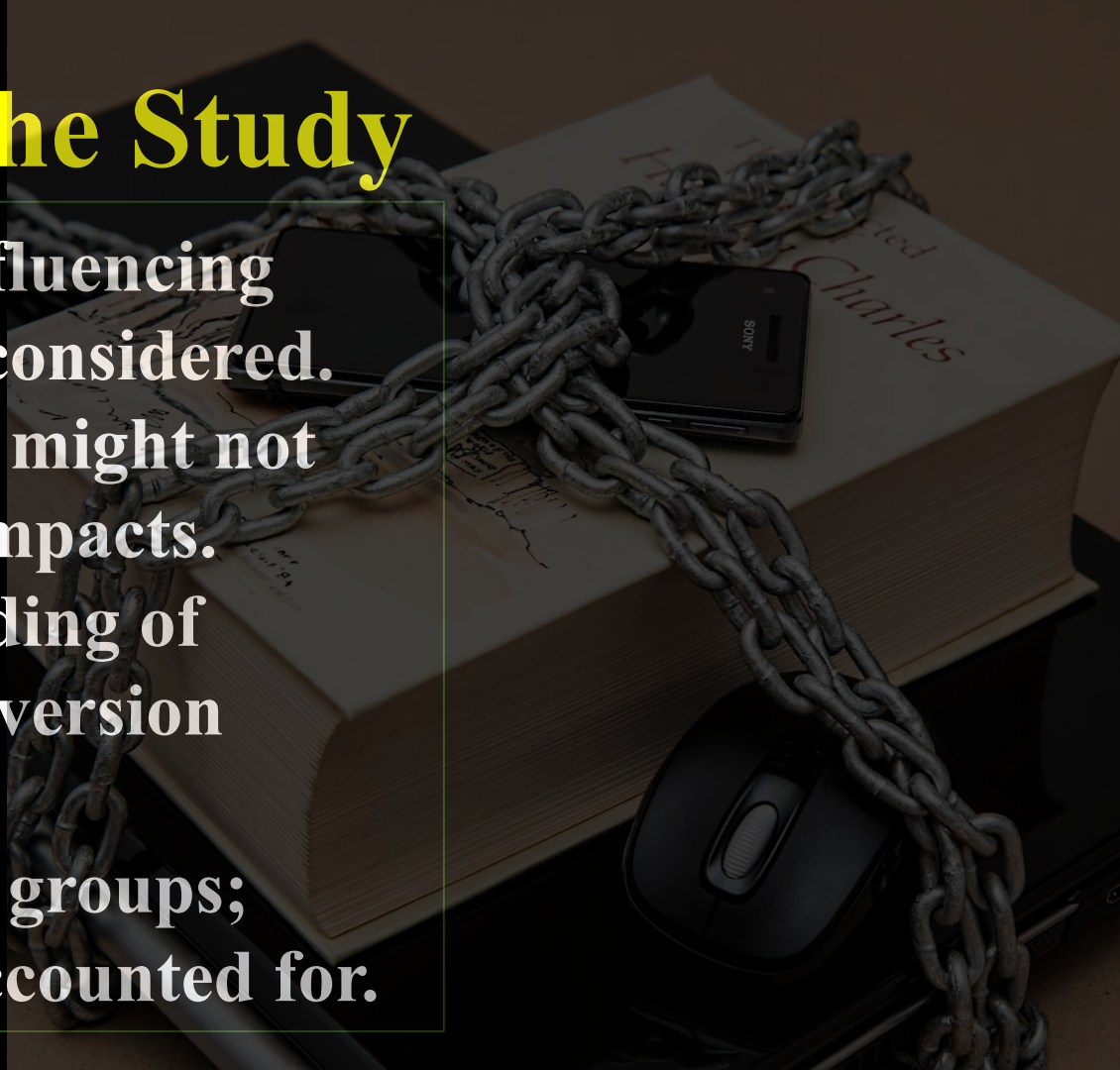
Test Metrics vs User's Gender



- Test Group **higher conversion rates** for both genders.
- **Average spending varies** by gender and groups
- **Explore** beyond gender for spending factors (preferences, behavior).

Limitation of the Study

- **External factors** influencing spending not fully considered.
- **Study's time frame** might not capture extended impacts.
- Limited understanding of **reasons** behind conversion changes.
- Only looked at two groups; **other factors** not accounted for.

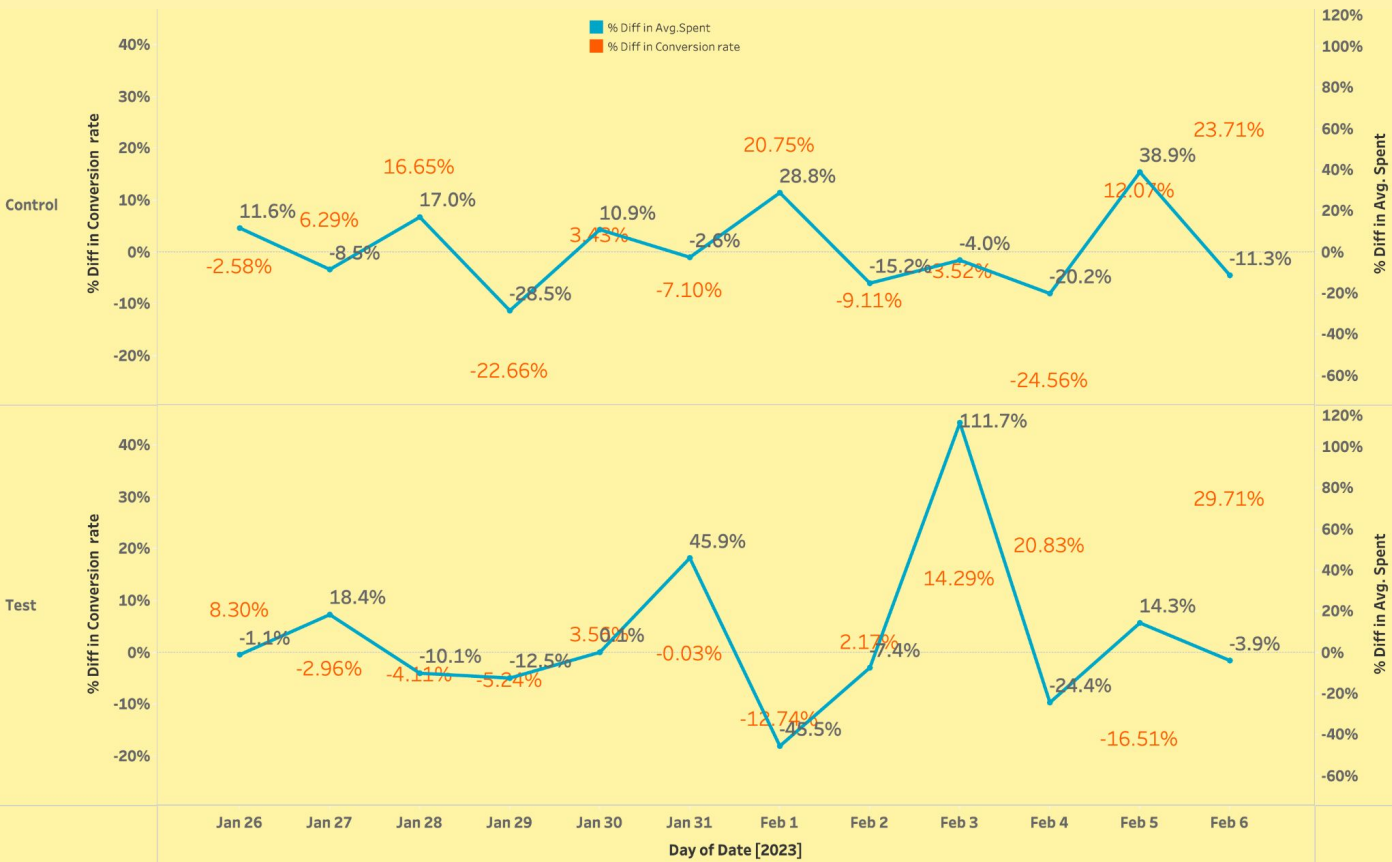




Suggestions for Further Studies

- Explore external factors impacting spending changes.
- Understand reasons behind varied conversion behavior.
- Include more user segments for comprehensive insights.
- Gather user feedback for deeper understanding.

Final Thoughts and Proposal



- Banner improved conversion rates, **no major spending change**
- **Keep tracking** user behavior for prolonged effects
- Tailor **strategies** based on user devices and countries
- **Personalize recommendations** based on user preferences.
- **Extended data analysis** could unveil sustained trends.

Thank
You!

