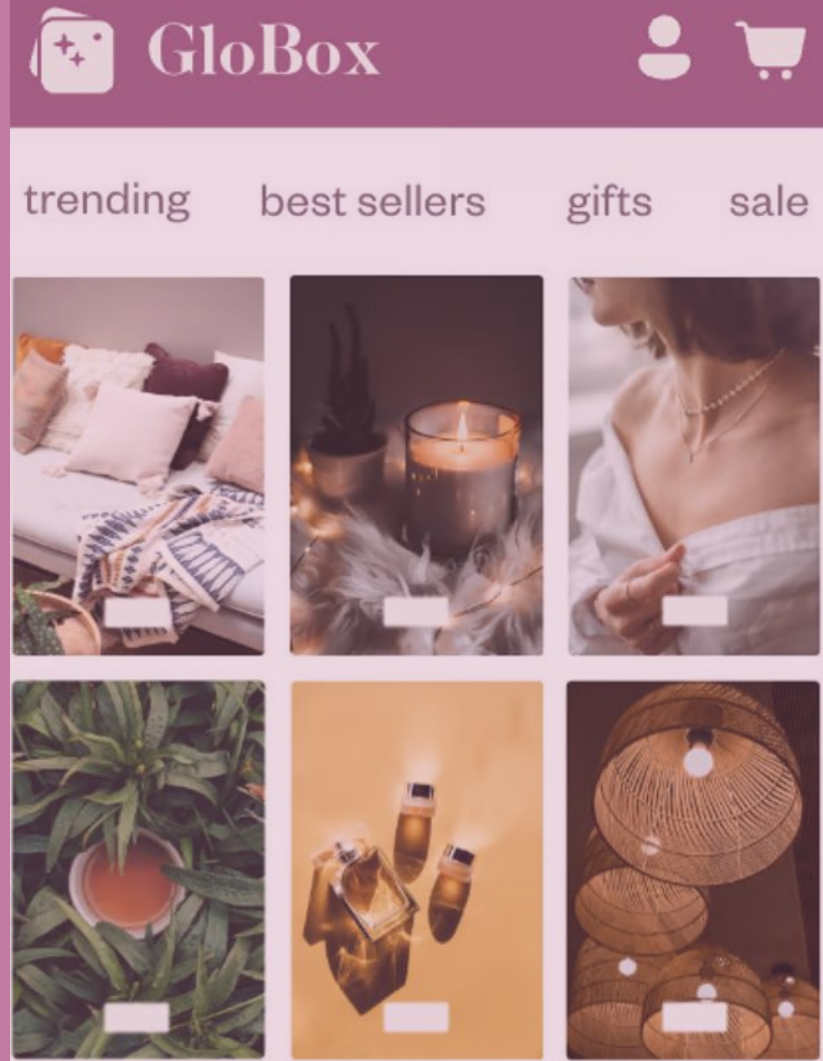


# GloBox Food and Drink Product Banner's Influence on Revenue

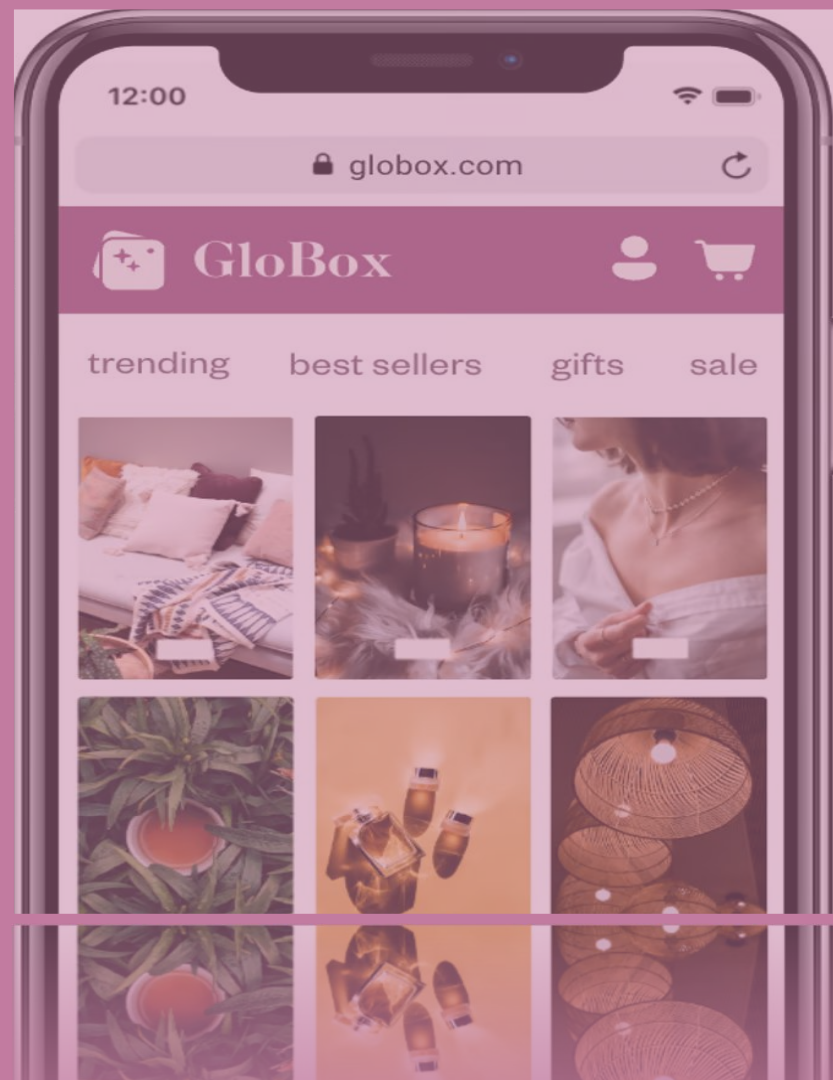
BY  
**AGUZUE, OLUEBUBE**  
**GOODNESS**

**AUGUST 2023**

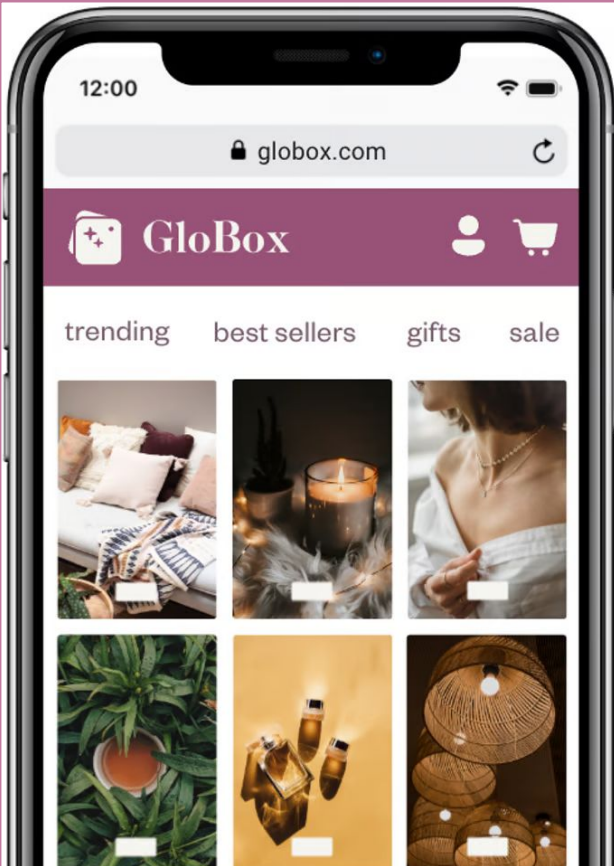


# About Study

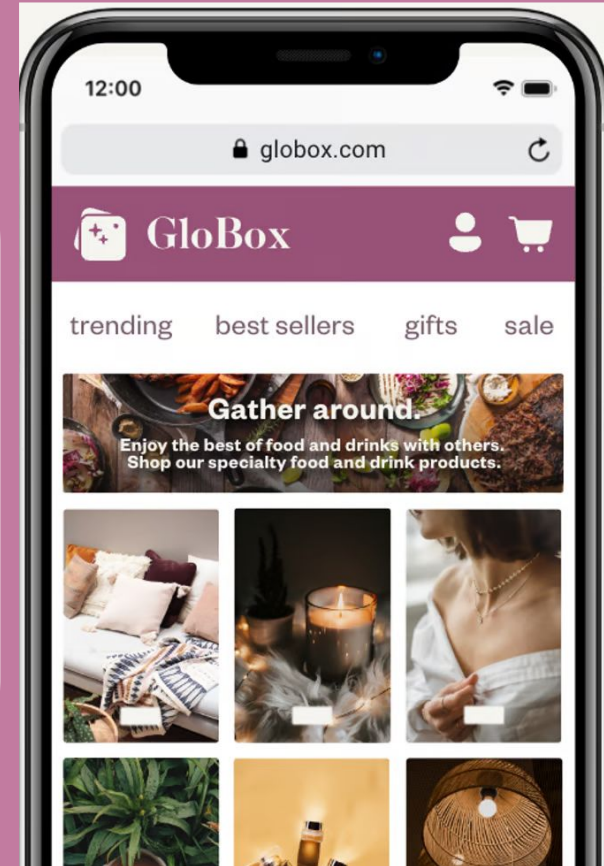
- Analyzing GloBox Group Experiment on Food & Drink Banner
- Extracting Insights & Data-Driven Recommendations
- Help Enhance Revenue and User's Engagement



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.

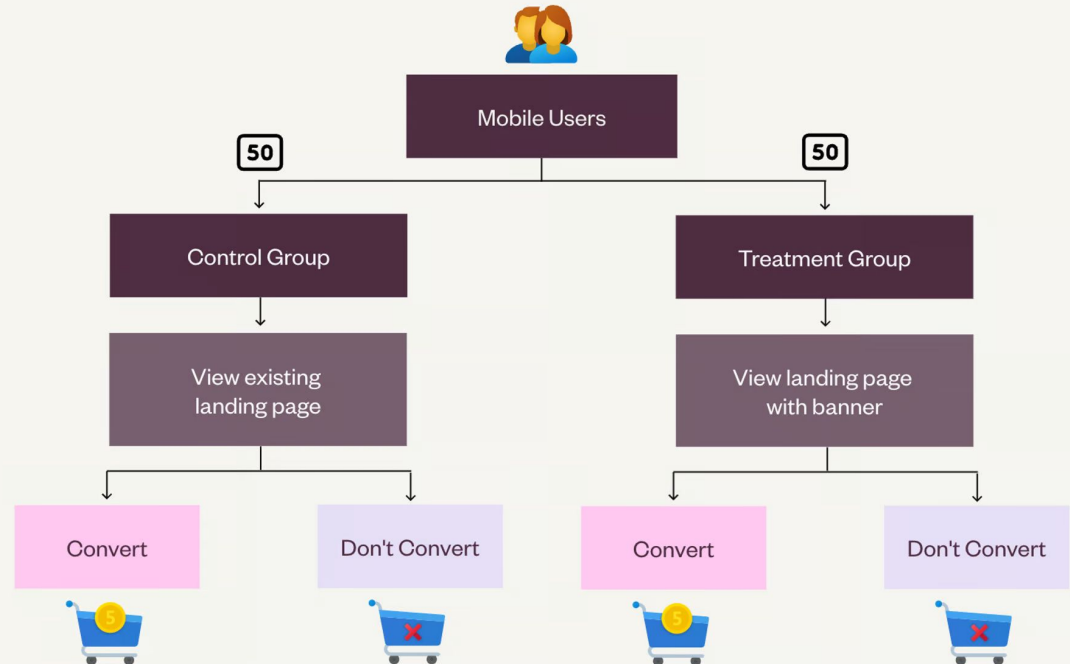


# Duration

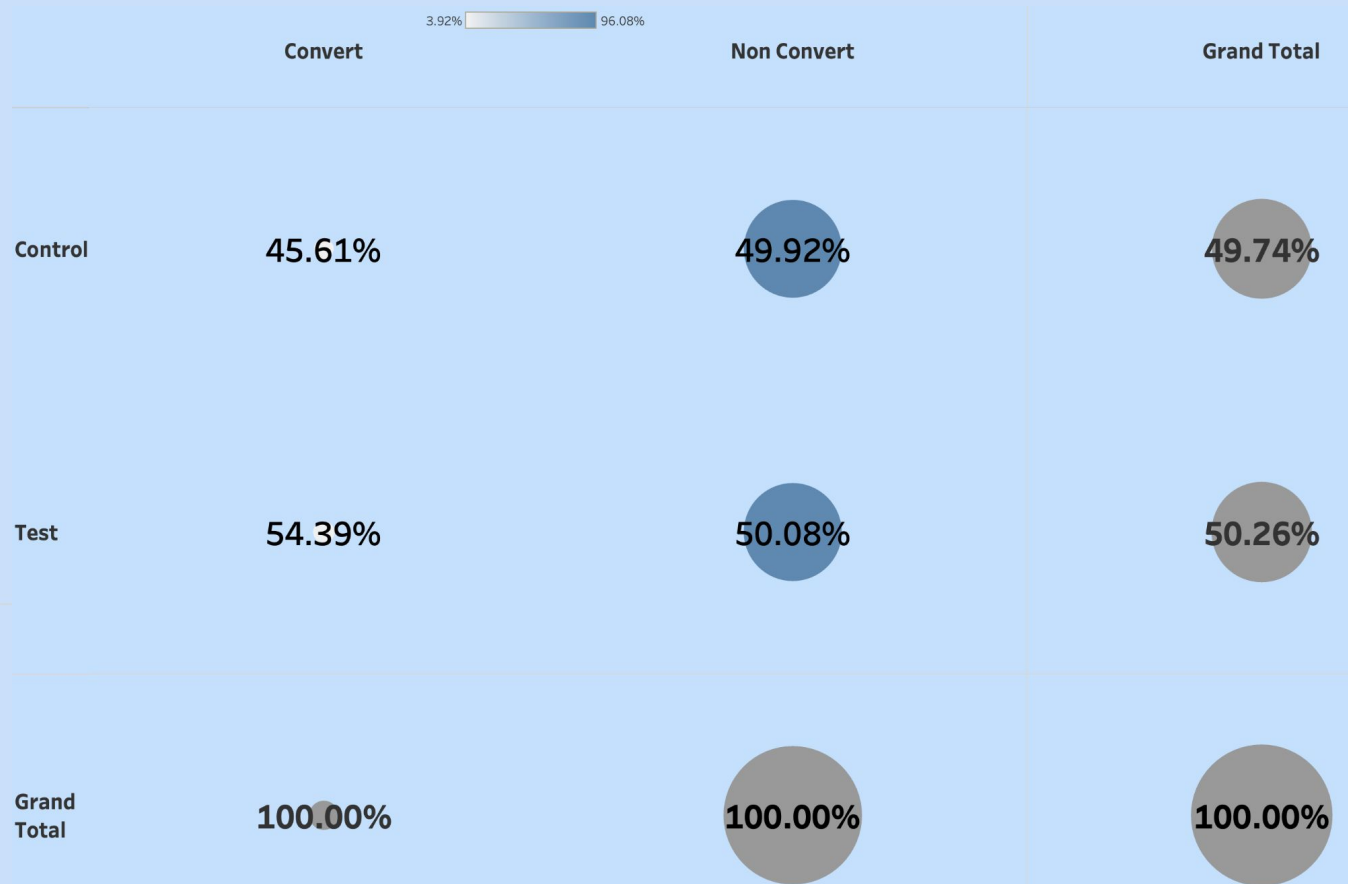
January 25, 2023 - February 6, 2023

## 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



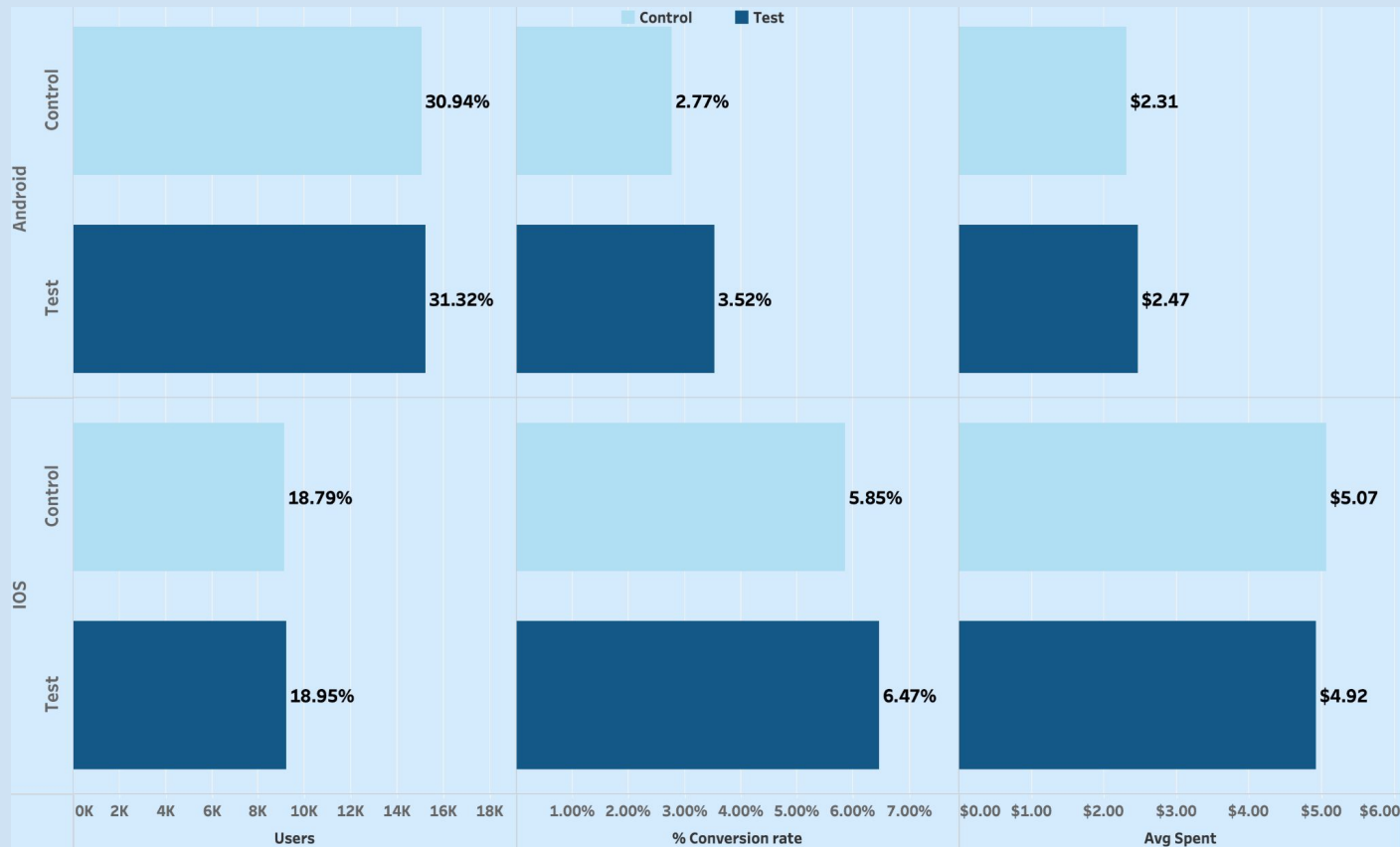
- Percent of converts/ non converts
- Percent of users in both groups

# 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 percent of 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's percent
- Canada has highest Test conversion
- USA has highest Control conversion
- Average spent varies between countries





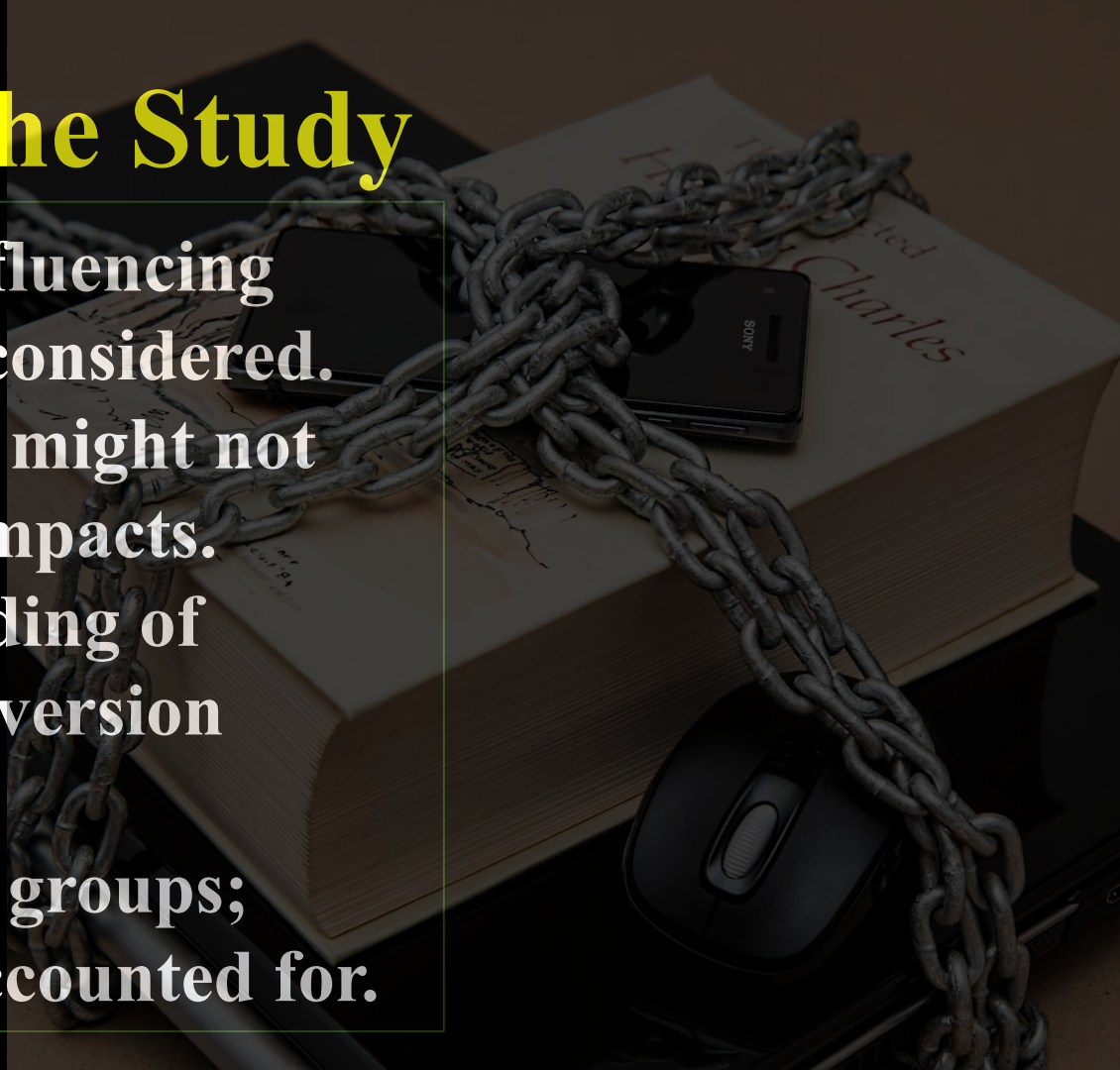
# Test Metrics vs User's Gender



- 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.

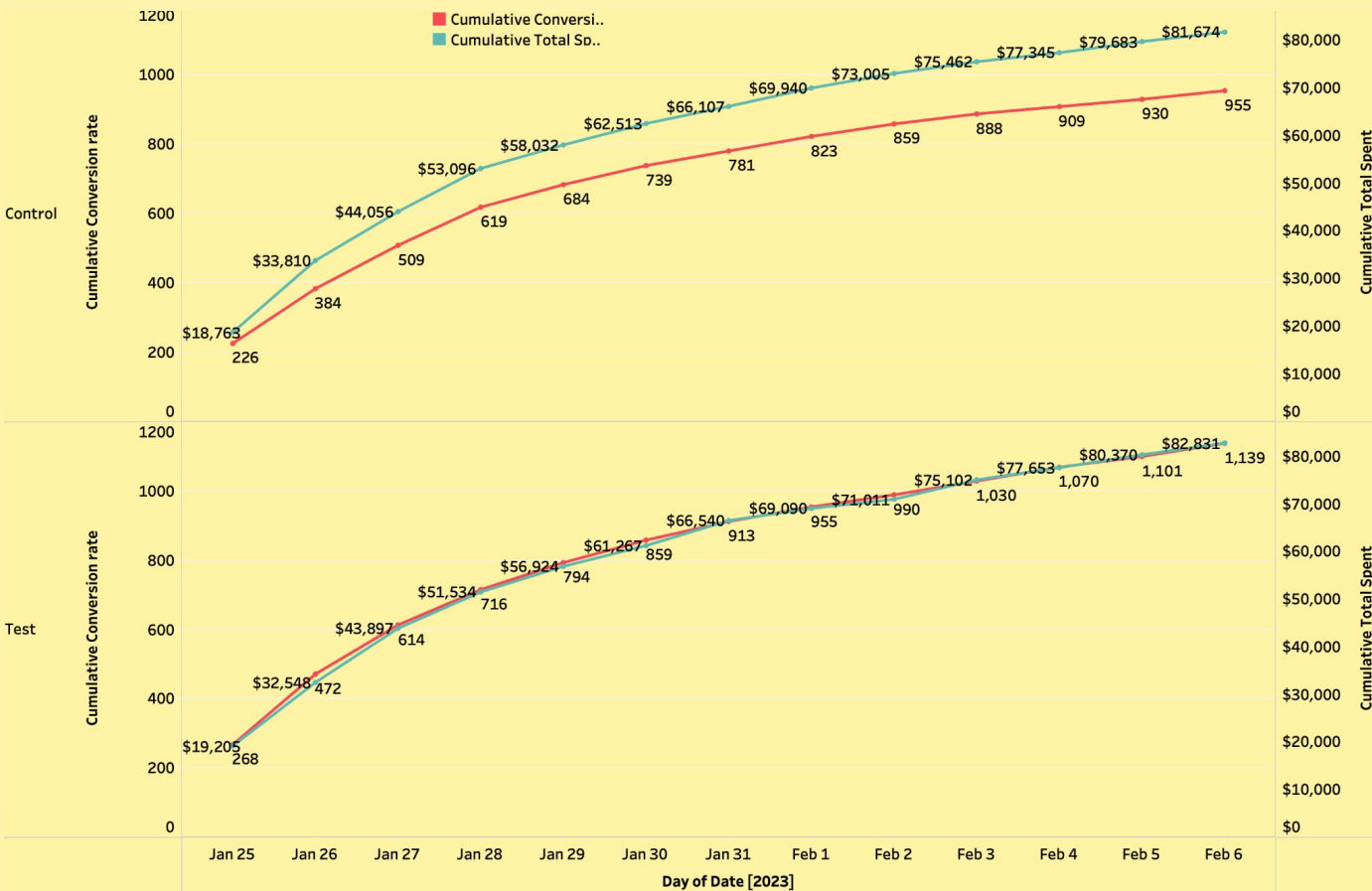




## Suggestions for Further Studies

- 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!

