

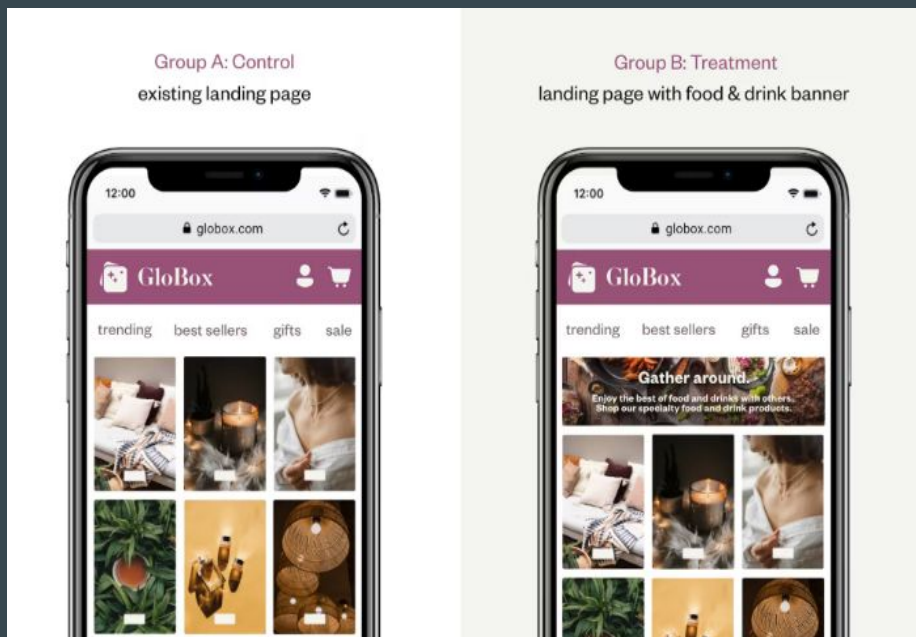
# GloBox New Homepage Analysis



By: Hugo Gomes

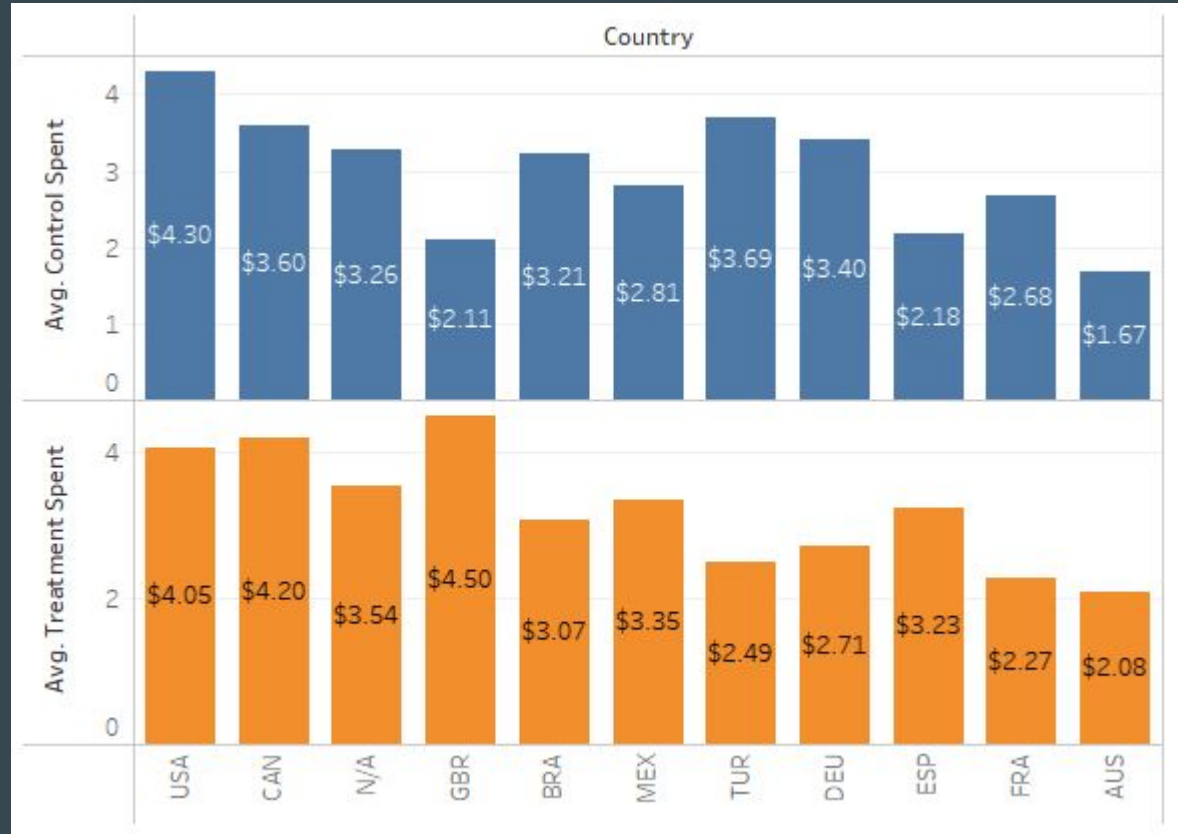
# Introduction & Methodology

- Data on 48,943 users over the period of 13 days.
- Conversion Rates:
  - Control 3.92%.
  - Treatment 4.63%.
- Average Spent:
  - Control \$3.375.
  - Treatment \$3.391.
- Statistical tests to validate data.



# Analysis & Findings

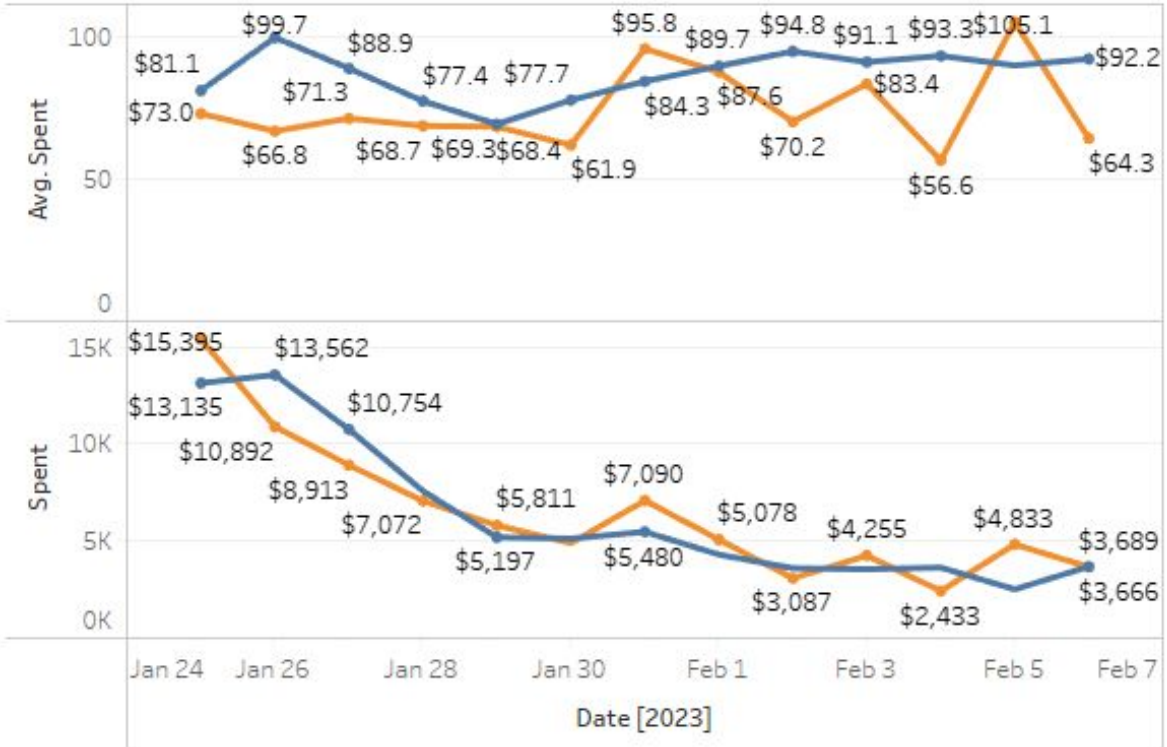
- Average spent per country.
- 10 countries.
- Notable differences.



# Analysis & Findings

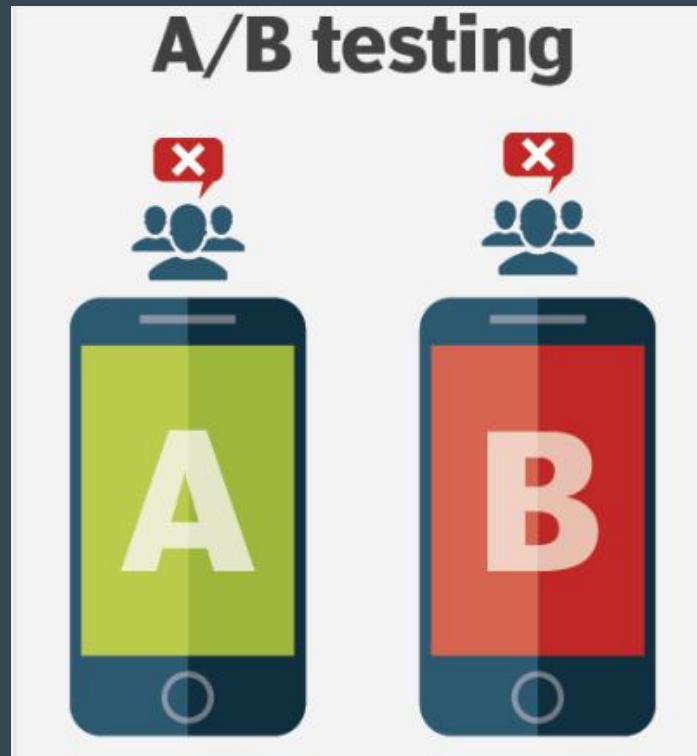
- Control Average Spent \$86.94.
- Treatment average spent \$74.85.
- Control Total Spent \$82,147.
- Treatment Total Spent \$83,417.

Novelty Effect



# Conclusion

- Do not launch.
- Use an alternative targeted approach.
- Further steps of monitoring and investigations.





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