



GloBox A/B testing

By
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New Landing Page



Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner

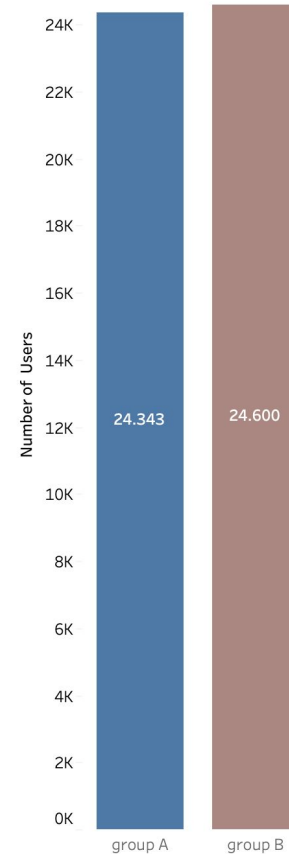


Total Number of Users



- Group A (control) : 24343 users
- Group B (treatment): 24600 users
- Total users: 48943

Number of Users in Group A and B

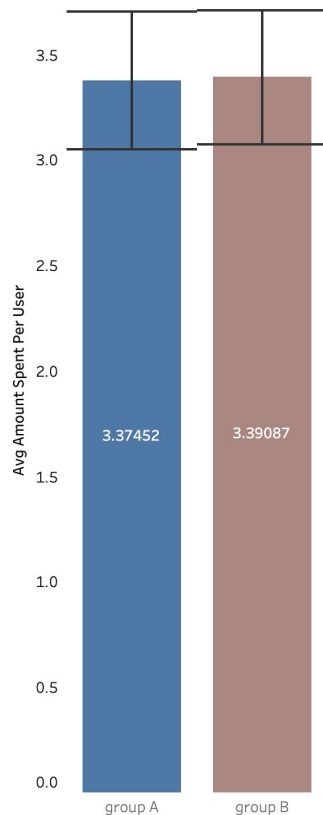


No strong evidence found for difference in the average amount spent per user between two groups



- Both groups approximately has the same average amount spent per user

Average amount spent per user : Group A vs Group B



Recommendation: launch



- Strong evidence found for difference in the conversion rate
- Treatment group had higher conversions

Conversion rate : Group A vs Group B

