



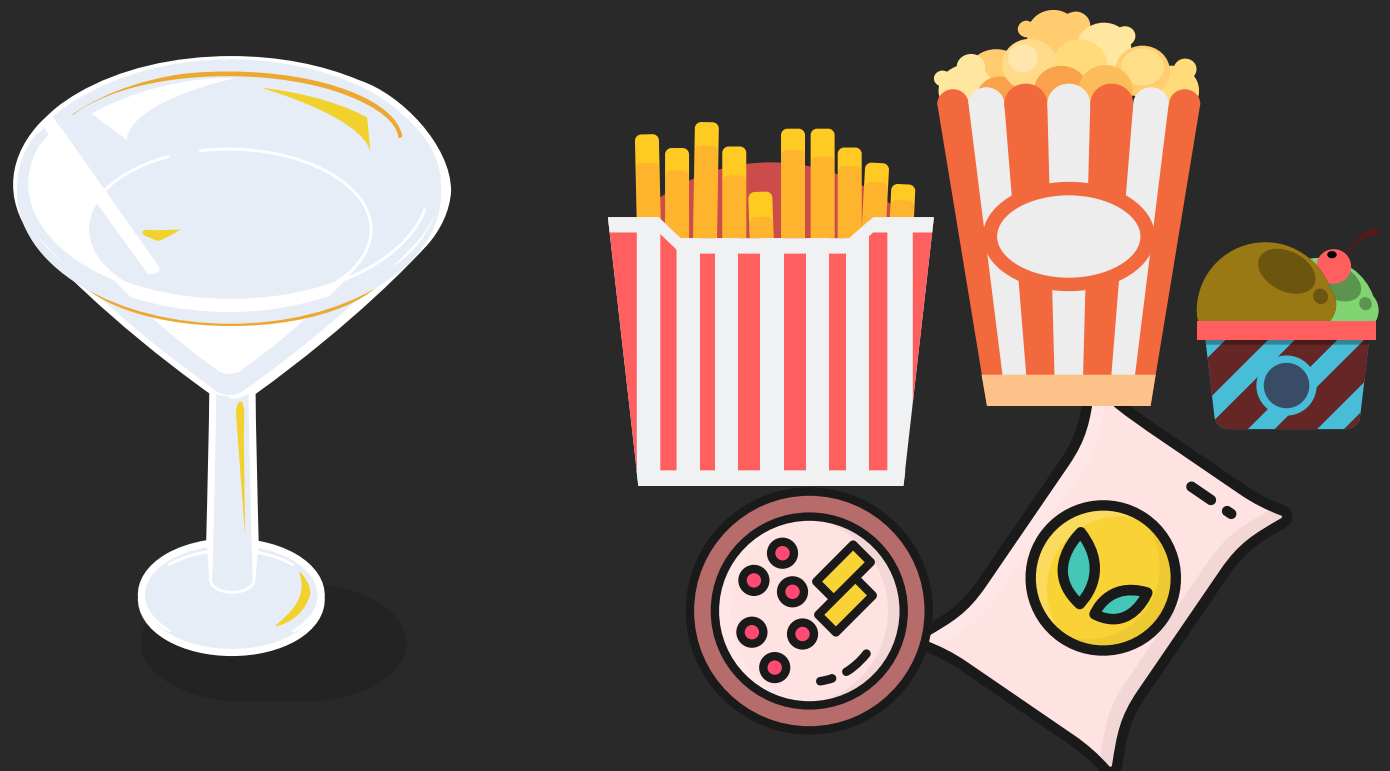
GLOBOX

A/B Test Analysis

By Jaypal Jadeja

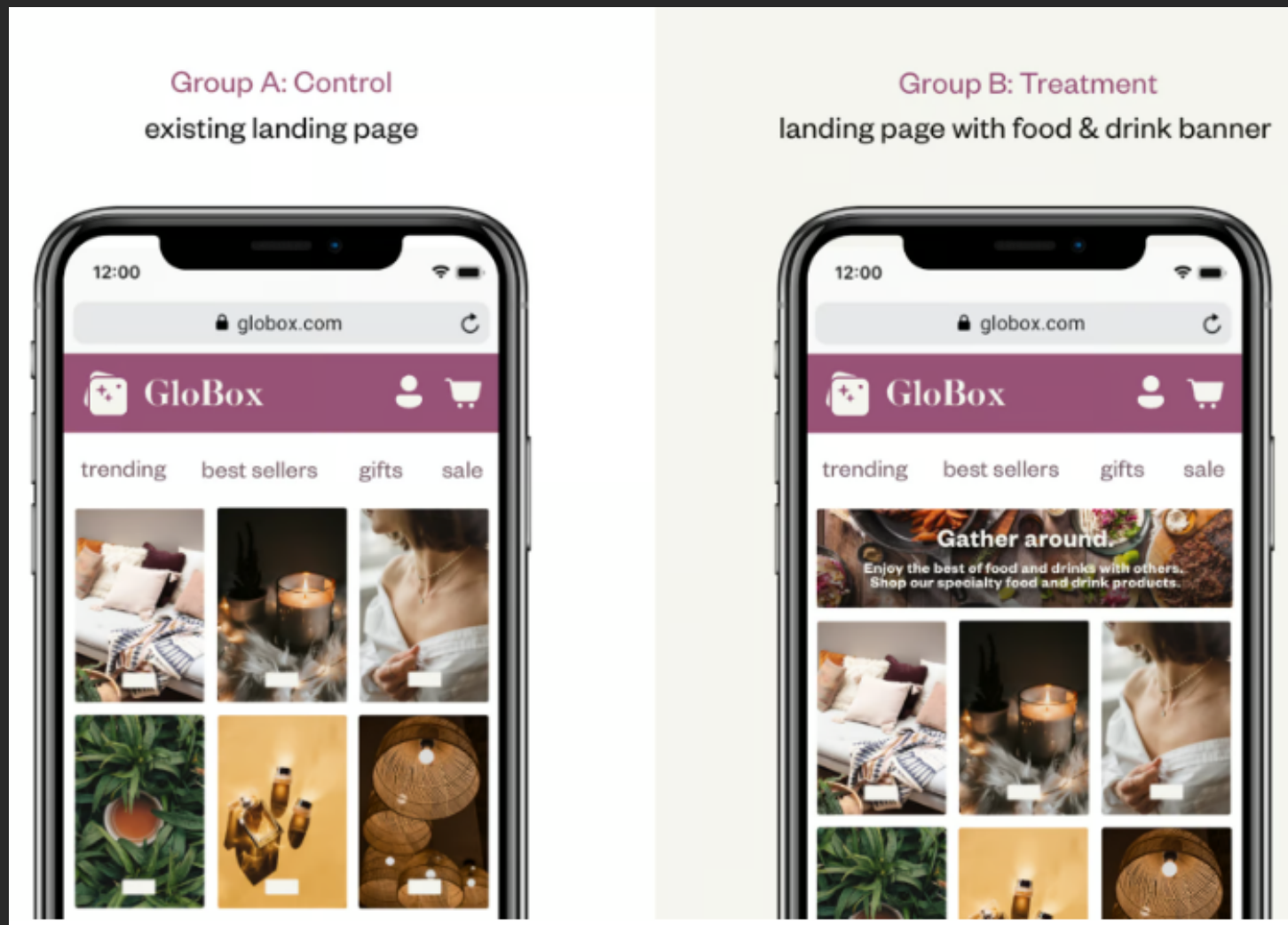
Goals:

Raise awareness of the food and beverage product category to boost revenue.

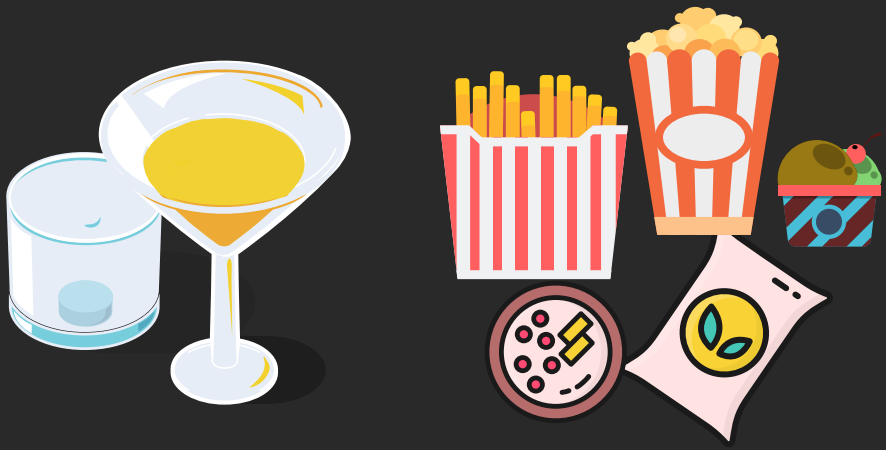
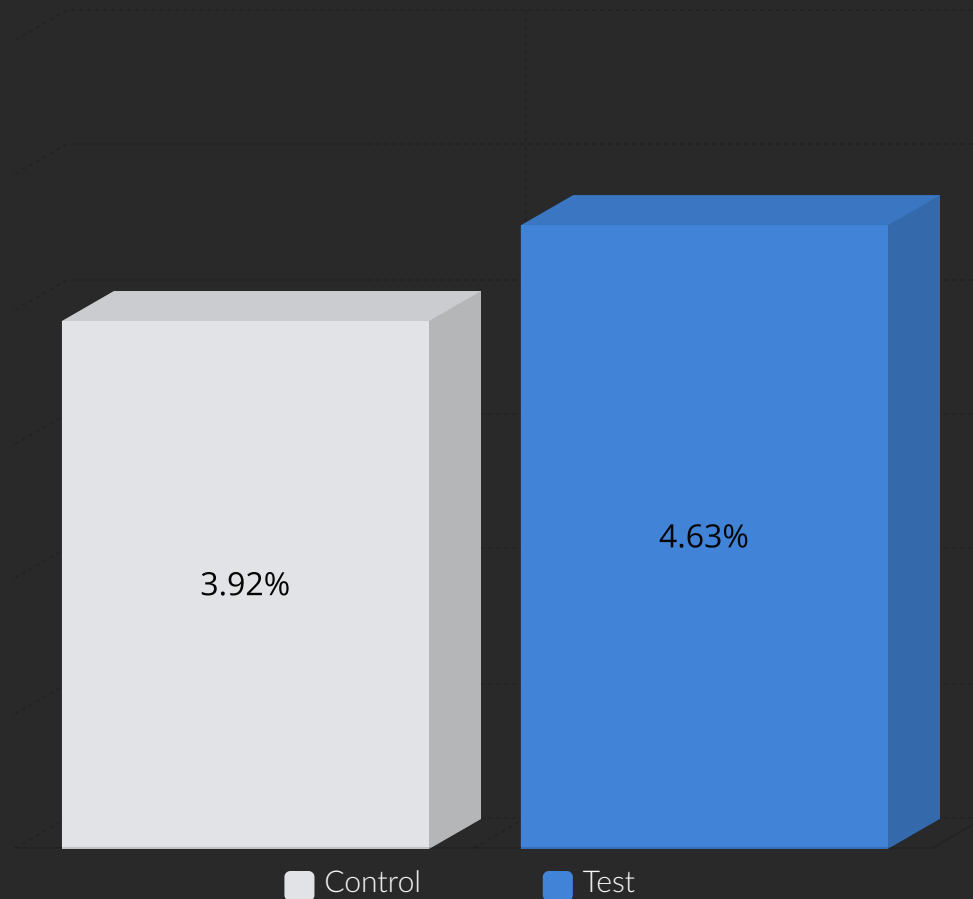


Introduced a new website banner for the test group.

An A/B test was conducted on 48,943 users.

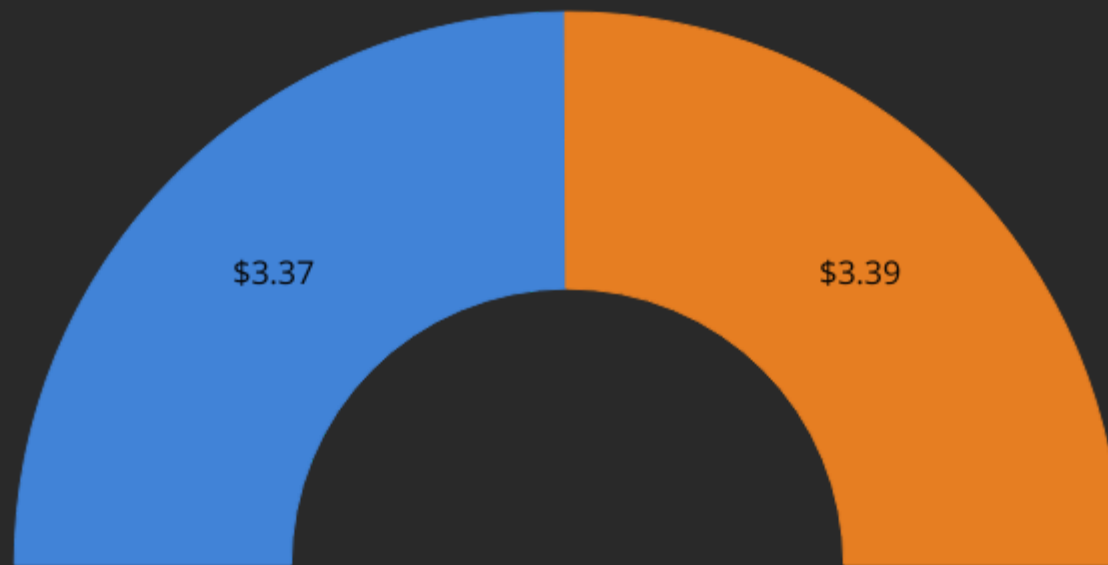


The test group exhibited a higher conversion rate.



No Significant Difference

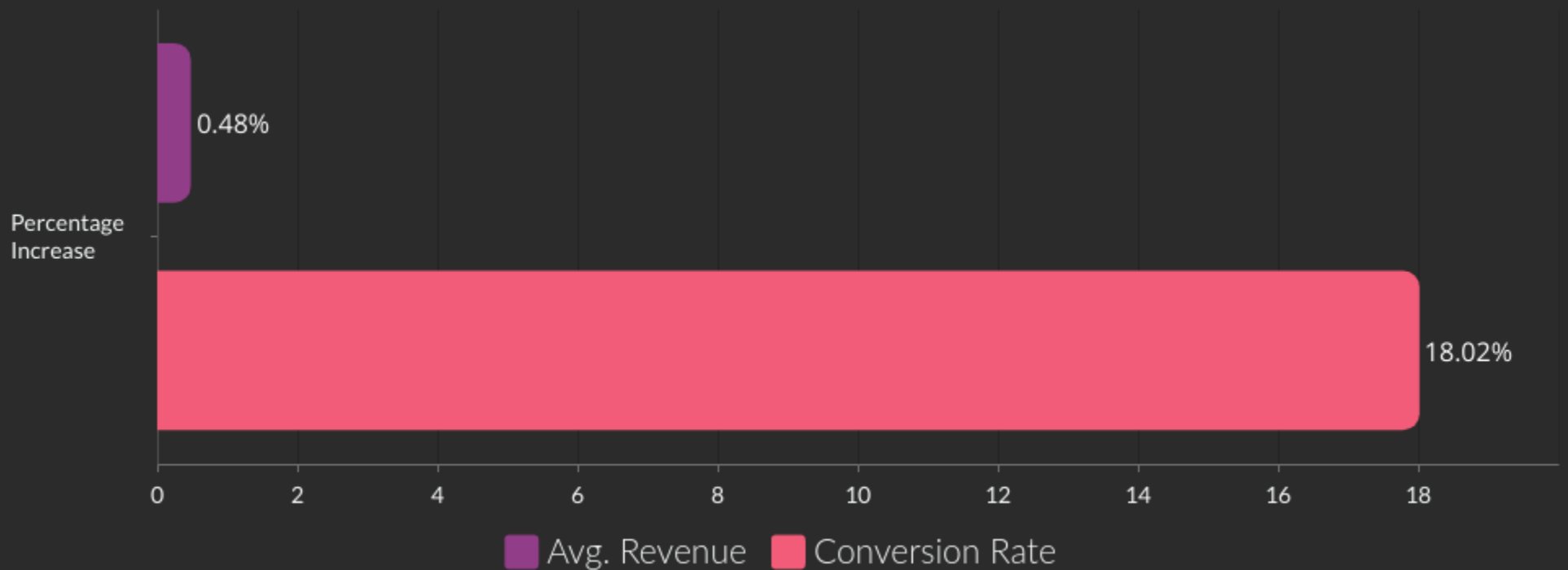
There was only a 2-cent difference
between the test groups



Control (A) Treatment (B)

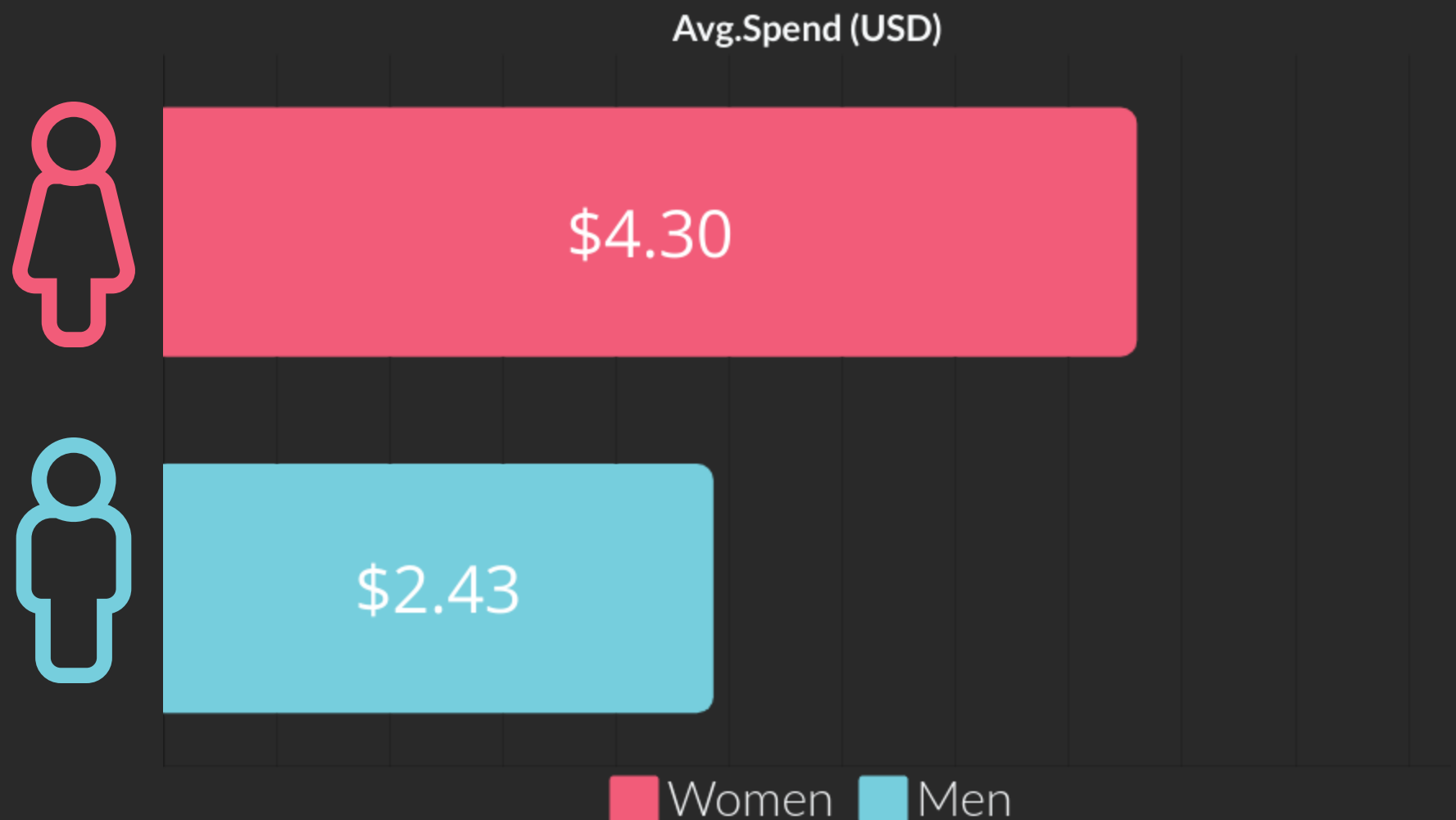
Overall Summary

The conversion rate increased by 18%,
yet there was no significant rise in
average revenue.



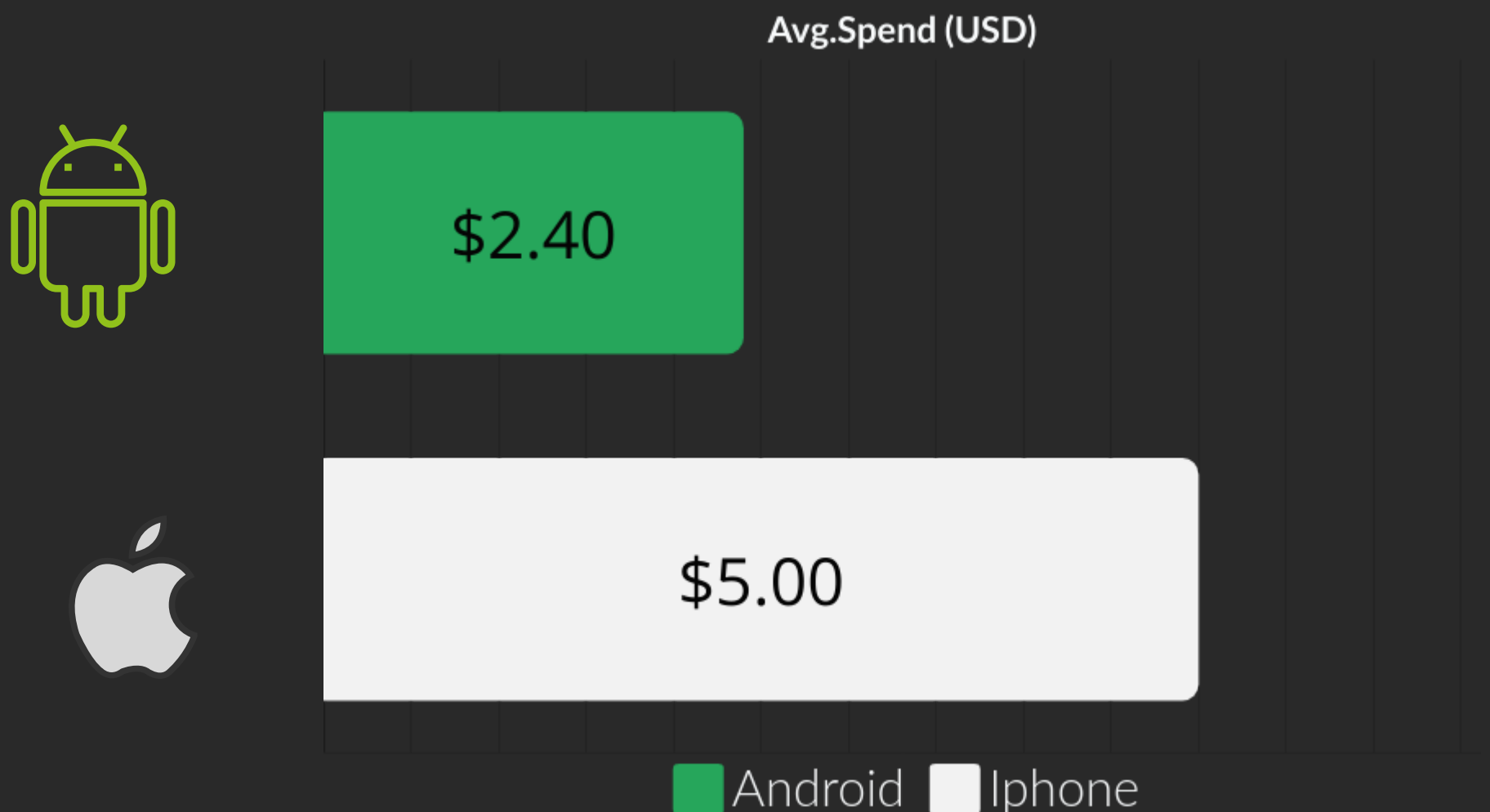
Target Female Customers

On Average, Women Tend To Spend Almost Twice As Much As Men.



Focus On Iphone Users

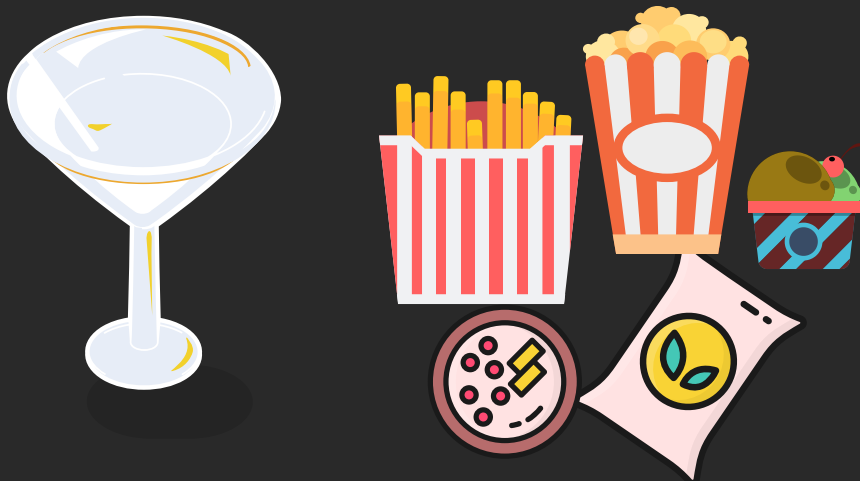
Iphone Users Constitute Less Than Half Of The Customer Base, Yet They Spend **More Than Double** On Average



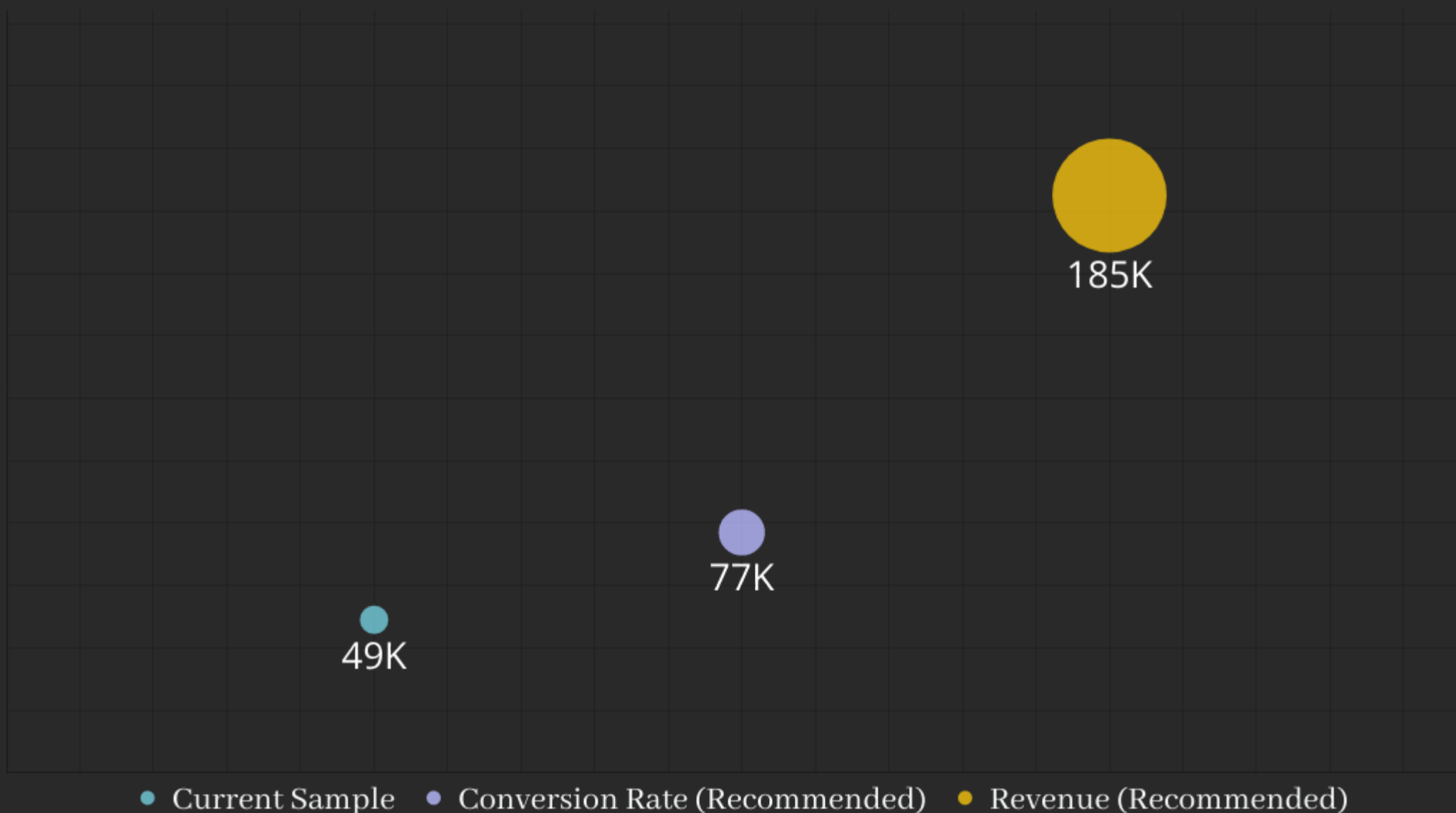
Recommendation

Continue Retesting

To evaluate and enhance the banner/user experience or explore alternative uses for that space aiming to achieve better results.



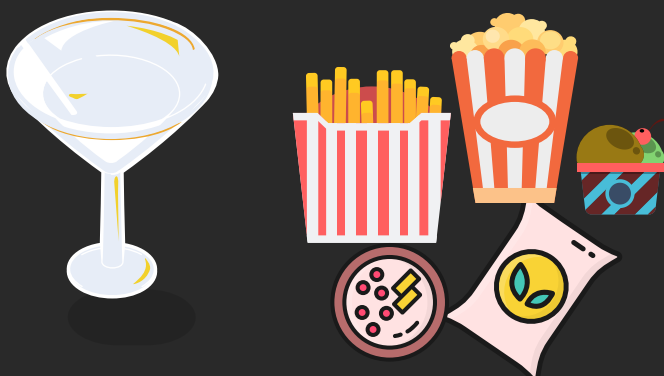
For Further Testing, It Is Advisable To Use A Larger Sample Size



Areas Of Improvement



- A visually appealing or captivating banner
- Enhancing the quality of customer interactions
- Customer Focus



Thank You All
Very Much!

