

# ***A/B Test Analysis For Website Features***

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## **TEST RESULT SUMMARY:**

- **Conversion Rate:** No statistical significance ( $p > 0.05$ )
- **Click-Through Rate:** Statistically significant increase ( $p < 0.05$ )
- **Page Views:** Statistically significant increase ( $p < 0.05$ )

## **METHODOLOGY:**

- I used chi-square test for conversion rate
- I used chi-square test for CTR (click through rate)
- I used T test for Page views.

## **P VALUES:**

- For conversion rate: 0.1160
- For Click through rate: 0.000
- For Page Views: 0.000

## **FUNNEL LEAK:**

More people are engaging (higher CTR, more page views). But the same percentage is not converting

This suggests the treatment attracts attention but doesn't improve the conversion experience

## STATISTICAL SIGNIFICANCE TESTING:

Null Hypothesis ( $H_0$ ): Treatment has no effect on conversion rate

Alternative Hypothesis ( $H_1$ ): Treatment has an effect on conversion rate

Result: Fail to reject  $H_0$  ( $p > 0.05$ )

Conclusion: No statistically significant difference in conversion rate

## RECOMMENDATIONS:

Following are the actions that should be taken regarding our situation:

- **DO NOT implement the current treatment** - it's not solving the real problem
- **Analyze the conversion funnel** - where are the extra clicks going?
- **Investigate user behavior** - are users getting confused or frustrated?
- Improve post-click experience
- **User experience improvement** - Reduce friction in conversion process

## CONCLUSION:

A/B test reveals a common but important insight: **engagement metrics don't always translate to business success**. The treatment is working as an attention-grabber but failing as a conversion driver.

