

# Globox A/B Testing

28-08-2023

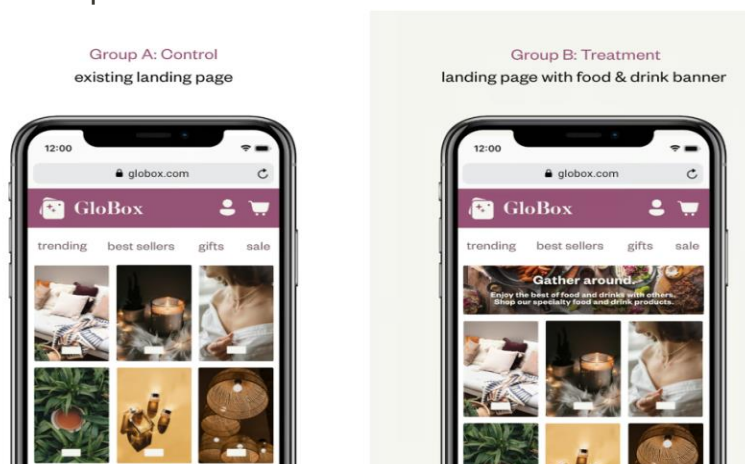
By: Kalaivani Sankaralingam

## Summary:

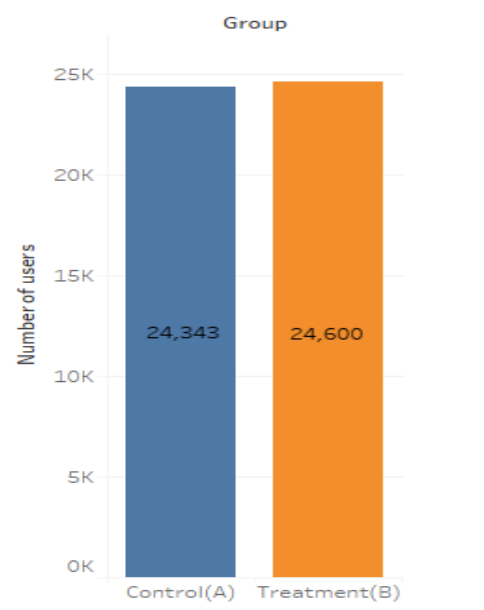
We have conducted numerous tests with the new home page design and there is no strong evidence that there was an increase in revenue per user. So I would recommend that we do not launch the new homepage design.

## Context:

We ran an A/B test on below new homepage design to assess its impact on revenue. The control group users did not see the banner, while the treatment group users were exposed to it.



The experiment ran for 6 months in Q1 2023. There were 24343 users in the Control group 24600 and users in the Treatment group, and 48943 total users.



## Results:

All your analysis results, including those that don't make it into the presentation. Include charts and explanations, details of any data cleaning, etc.

## Recommendation:

- There is no strong evidence for increased revenue.
- I recommend that we don't launch it.
- We need to perform additional iterations and test it again with a larger sample of data.

## Appendix:

### Queries that are used in this analysis:

<https://docs.google.com/document/d/1si38m204YSGYSPYrL9cxrhQ3YOVrUdsZ/edit?usp=sharing&ouid=115662457308512981509&rtpof=true&sd=true>

### Tableau Visualization:

- Globox A/B Testing Dashboard:

[https://public.tableau.com/views/Globox-ABTestingDashboard/Dashboard2?:language=en-US&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/Globox-ABTestingDashboard/Dashboard2?:language=en-US&display_count=n&origin=viz_share_link)

- 95% Confidence Interval:

[https://public.tableau.com/views/95Confidenceinterval-Dashboard/Dashboard1?:language=en-US&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/95Confidenceinterval-Dashboard/Dashboard1?:language=en-US&display_count=n&origin=viz_share_link)

- Novelty Check:

[https://public.tableau.com/views/NoveltyCheck-Dashboard/Dashboard1?:language=en-US&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/NoveltyCheck-Dashboard/Dashboard1?:language=en-US&display_count=n&origin=viz_share_link)

- Power Analysis:

[https://docs.google.com/document/d/1tdwDy4XEbrsSOQ\\_rrnDEyPjcq1P4whn6/edit?usp=sharing&ouid=115662457308512981509&rtpof=true&sd=true](https://docs.google.com/document/d/1tdwDy4XEbrsSOQ_rrnDEyPjcq1P4whn6/edit?usp=sharing&ouid=115662457308512981509&rtpof=true&sd=true)

### Google SpreadSheets:

1. Extracted Analysis Dataset:

<https://docs.google.com/spreadsheets/d/1riEpwcUDSwAs4XIMQtBmJsdradYELsOM16ABZmrO4VQ/edit?usp=sharing>

2. Average Amount Spent Per User:

[https://docs.google.com/spreadsheets/d/1HWYK1e1OaYPtsH9tIOAvRYrJSRyBjtIe\\_QSgQGRKCxE/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1HWYK1e1OaYPtsH9tIOAvRYrJSRyBjtIe_QSgQGRKCxE/edit?usp=sharing)

**Average Amount Spent Per User(Hypothesis Test):**

<https://docs.google.com/spreadsheets/d/1NyFYQO0xkxYTQVDgMdy2DtKFXt3S6ne5UySbxTdbtEU/edit?usp=sharing>

**Average Amount Spent Per User(Confidence Interval):**

[https://docs.google.com/spreadsheets/d/1Vlahfc6yloHqYln1Sbyz0o73Tf6vLMMW9rGKmT\\_B6mw/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1Vlahfc6yloHqYln1Sbyz0o73Tf6vLMMW9rGKmT_B6mw/edit?usp=sharing)

**3.Conversion Rate of A and B:**

[https://docs.google.com/spreadsheets/d/1aCAYCw6pE23u8kKkqLWpK-BJ\\_M9XcNOEyWPm7Khm0s/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1aCAYCw6pE23u8kKkqLWpK-BJ_M9XcNOEyWPm7Khm0s/edit?usp=sharing)

**Conversion Rate Of All Users:**

<https://docs.google.com/spreadsheets/d/1qG2Aa-N6R0KBfAqtCPHtCPMPJI6EADxHbHREh62bbY/edit?usp=sharing>

**Conversion Rate of A and B(Hypothesis Test):**

[https://docs.google.com/spreadsheets/d/13c-yV\\_Dcg\\_9w\\_B4vZPgYF5ElgfxLj8247HdEjRntJlI/edit?usp=sharing](https://docs.google.com/spreadsheets/d/13c-yV_Dcg_9w_B4vZPgYF5ElgfxLj8247HdEjRntJlI/edit?usp=sharing)

**Conversion rate Of A And B(Confidence Interval):**

<https://docs.google.com/spreadsheets/d/12LUkrb-9oTlvIYX19eoN31QbvJCU0yfYaOdAyWkq694/edit?usp=sharing>

**4.Start And End Date Of The Experiment:**

<https://docs.google.com/spreadsheets/d/1Pv2ZdV7QkZFgEfh7OWtYYnt66vw838zjKXgkzv2Y3-l/edit?usp=sharing>

**5.Total Users In The Experiment:**

[https://docs.google.com/spreadsheets/d/1XzdwehnW-J734xYUFxcZ2la7f\\_AerBzg8lVfrWKqRJk/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1XzdwehnW-J734xYUFxcZ2la7f_AerBzg8lVfrWKqRJk/edit?usp=sharing)

**6.Number Of Users In Control And Treatment Group:**

<https://docs.google.com/spreadsheets/d/17FRp3iwsCu79Q07qrHmncOWkfWKCNU9AhvZdWjFwSSM/edit?usp=sharing>

**7.Left Join Of Users Table And Activity Table:**

<https://docs.google.com/spreadsheets/d/1vQOtLPc1uoAZKsuzh4XvSXzqK5bcoZHqmwbnlIHdcz8/edit?usp=sharing>

**8.Users Show Up More Than Once:**

<https://docs.google.com/spreadsheets/d/1ge0dYsmAjT9bUuYiGdOgIVIXBRFlz93ExFdsbpzWmIE/edit?usp=sharing>

**9. 95% Confidence Interval:**

<https://docs.google.com/spreadsheets/d/12Mblbl13FgyxMSPSRzymhlxG2btYiudWEbm8aKwZGuw/edit?usp=sharing>

**10.Novelty Check:**

[https://docs.google.com/spreadsheets/d/1KcP-4fcubfsOnht\\_iXZ3lU4tx91OokOsZfoS47F\\_Vk/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1KcP-4fcubfsOnht_iXZ3lU4tx91OokOsZfoS47F_Vk/edit?usp=sharing)