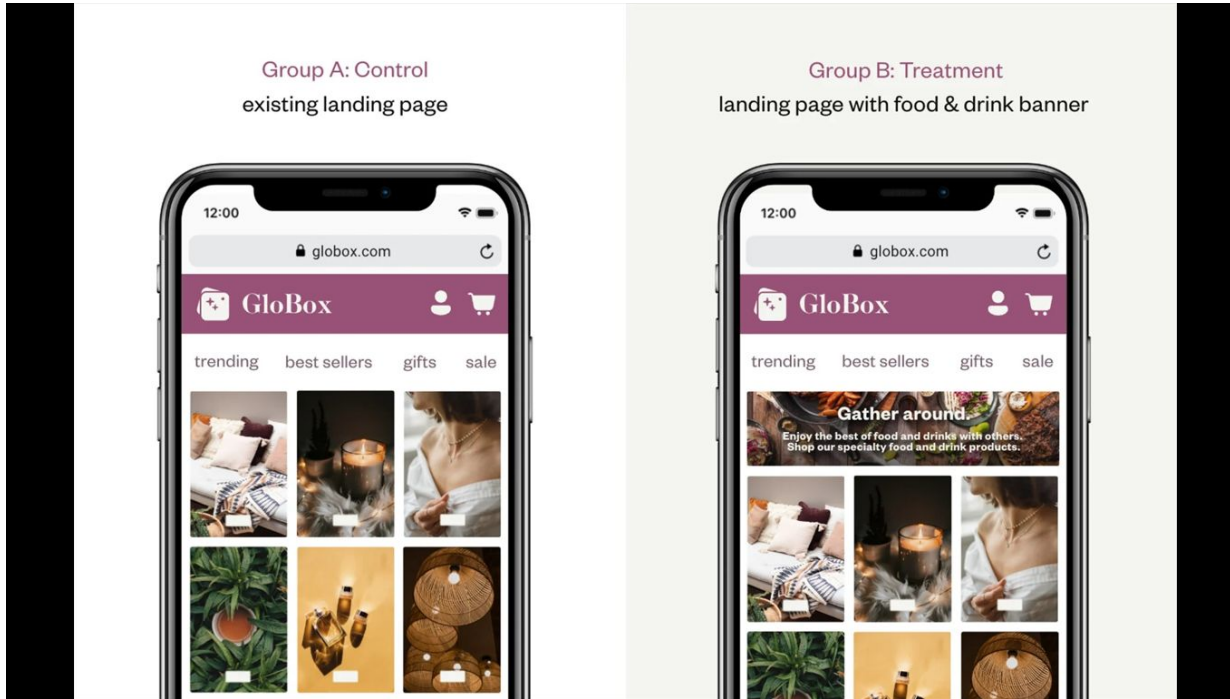


Food and Drinks Landing Page Banner A/B Test Analysis

Goal: Increase Revenue

Should we launch the food and drinks banner on the homepage or not?

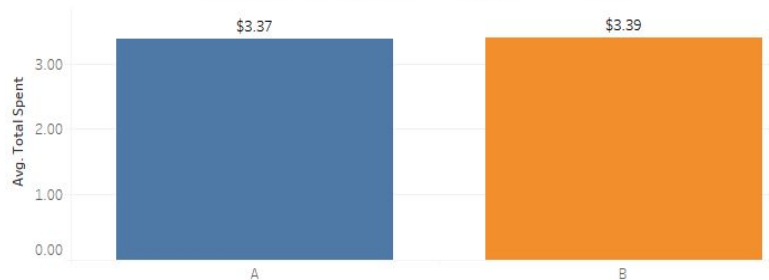


- Group A(Control group) doesn't See new update, While Group B (treatment group) Sees new update.
- Users randomly Assigned to both groups.

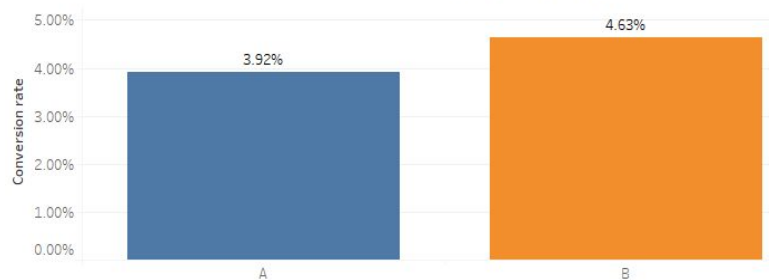
SUMMARY

- — There is a significant difference in conversion rate between both groups but no noticeable difference in average amount spent in both groups.
- Recommendation: Do not launch food and drinks banner on homepage.

Overall Average Amount Spent per test group



Overall Conversion Rate per test group



RESULTS AND FINDINGS

Overall

There is no significant difference between both groups when it comes to the average amount spent, however, there is a significant difference in the conversion rate in both groups and this is seen at 26% of change.

Results by Novelty Effect

There is no perceivable effect noticed at first, however, we notice a drastic fall in conversion rate of control(A) group after using 6 months forecast

Results by Power Analysis

The sample size used to run this experiment is relatively very small.

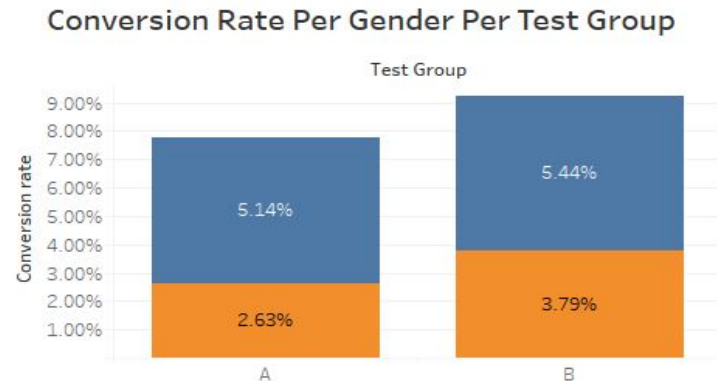
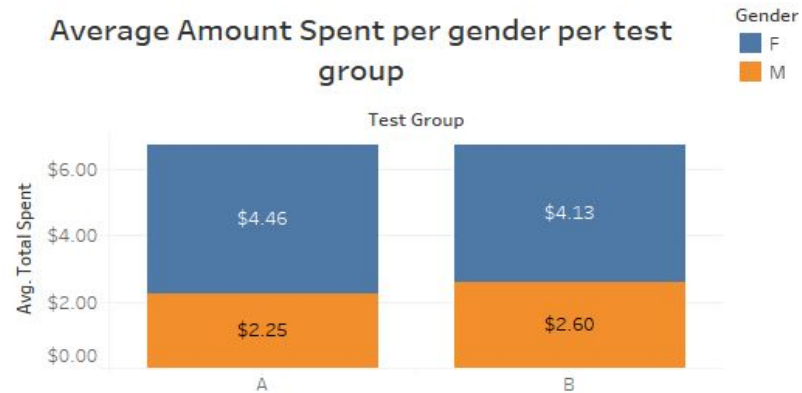
RESULTS BY GENDER

— — —

Males: Overall, they had the lowest conversion rate and average spending across all genders. This is seen in a 44% change in conversion rate and just a minimal 15% change in revenue.

Females: On the other hand ranked highest for conversion rate and average spending across all genders.

However, the percentage of change between both groups is almost unnoticeable i.e -7% change for average spending and 5% change for the conversion rate.



RESULTS BY DEVICE TYPE

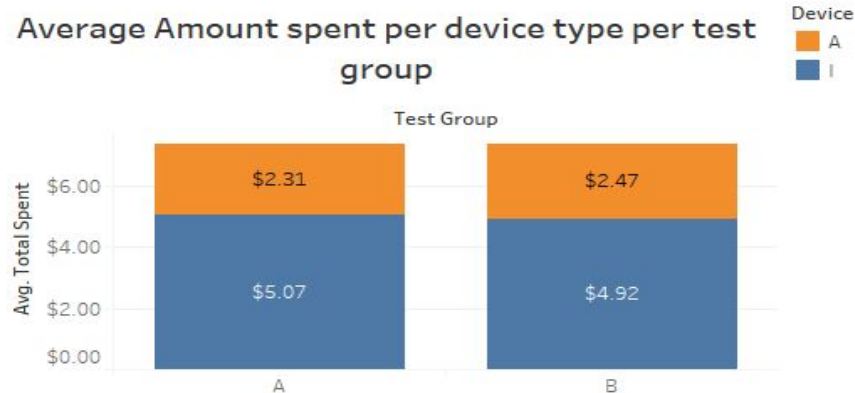
— — —

Android(A) users: They showed a remarkable difference in conversion rate between both groups, but this difference is not very significant when we look at revenue.

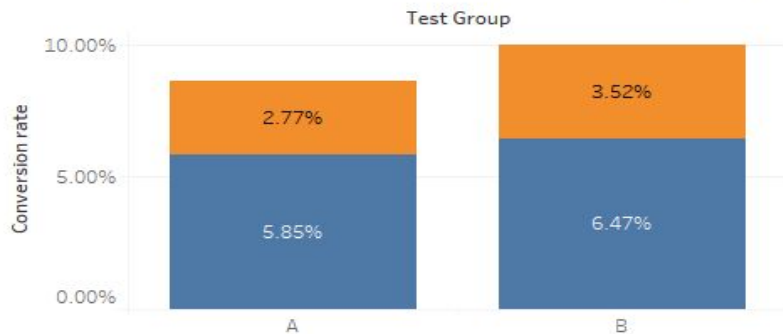
IOS users: The landing page banner positively influenced the IOS users and specifically users in B(treatment group) experienced a 10.6% rise in conversion rate upon exposure to the banner.

It is worth noting the 3% decrease in B group when looking at the revenue.

Average Amount spent per device type per test group



Conversion Rate per device type per test group



RESULTS BY REGION

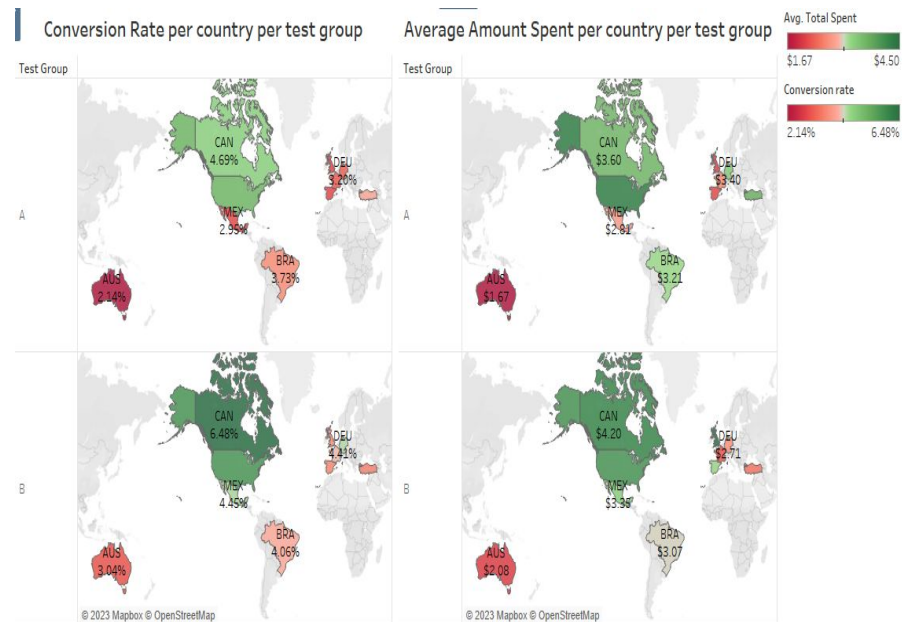
European countries: Noticeable improvement in the conversion rate. This increase is by 21.8%%

South American countries: Commendable rise(30%) in conversion rate.

North American countries: Converted more in both groups and they topped all other continents. The %change here is 25%

Australia: The rise in conversion rate is quite commendable as well and this is seen in a 42% of change

Revenue: The difference in revenue in all continents was not very visible, however, it is worth noting the moderate increase in revenue in some European countries, this suggest a positive impact.



RESULTS BY COUNTRY - Changes in percentages for key metrics						
Country	Conversion rate(%) Group A	Group B	% change	Average Amount spent(\$) Group A	Group B	% Change
CAN	4.69	6.48	38%	3.60	4.20	17%
USA	5.12	5.75	12%	4.30	4.05	-6%
MEX	2.95	4.45	51%	2.81	3.35	19%
BRA	3.73	4.06	9%	3.21	3.07	-4%
GBR	2.89	3.68	27%	2.11	4.50	113%
ESP	2.91	3.61	24%	2.11	3.23	53%
DEU	3.20	4.41	38%	3.40	2.71	-20%
FRA	3.20	4.18	31%	2.68	2.27	-15%
TUR	4.00	3.56	-11%	3.69	2.49	-33%
AUS	2.14	3.04	42%	1.67	2.08	25%

RECOMMENDATIONS AND CONCLUSIONS

— — —

Recommendation:

- Do Not Launch

Conclusions:

- Revenue is not been yielded, there is a significant increase in conversion rate but not with average spending.
- Due to the relatively small sample sizes used to run this experiment, there is a limited statistical significance.
- Occupation of space by the banner on the homepage. While the treatment did not yield the desired outcome overall,there's an opportunity to optimize the use of our resources.
- The measurable significance of the conversion rate in terms of gender, device type and country, higher estimated ranges and overall sample sizes used compared to the average spending is my reason for this conclusion.