# GloBox
A/B Test Results

Overview and limitations

- Test was conducted over a period of 13 days
    - Jan 25th to Feb 6th
- Only data from the mobile site was captured
- There is no distinction in the type of product purchased

- Going forward, note that Group A is the Control Group
- Group B is the Treatment Group
- Group A contains a total of 24,343 users
- Group B contains a total of 24,600 users

Spending

- Group A spent a total of 82,145.90$
  - With an average of 3.37$ spent per user
- Group B spent a total of 83,415.33$
  - With an average of 3.39$ spent per user

- As you can see, the values are close.
- This is not a significant difference between the two.
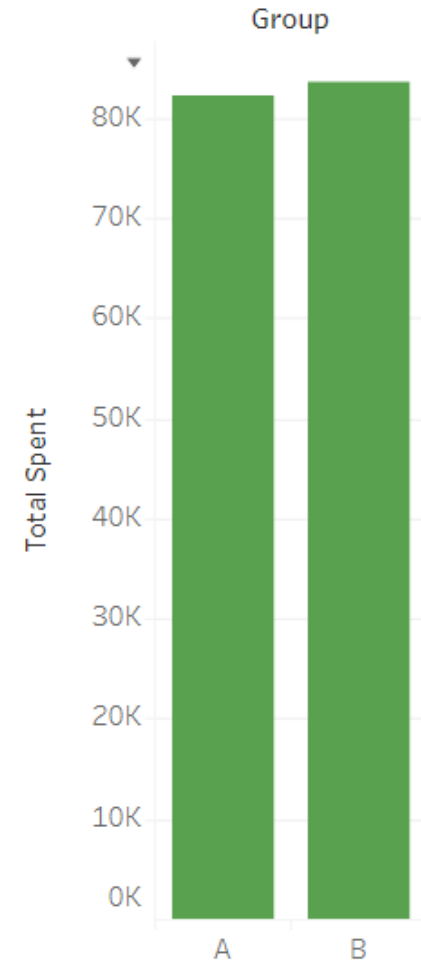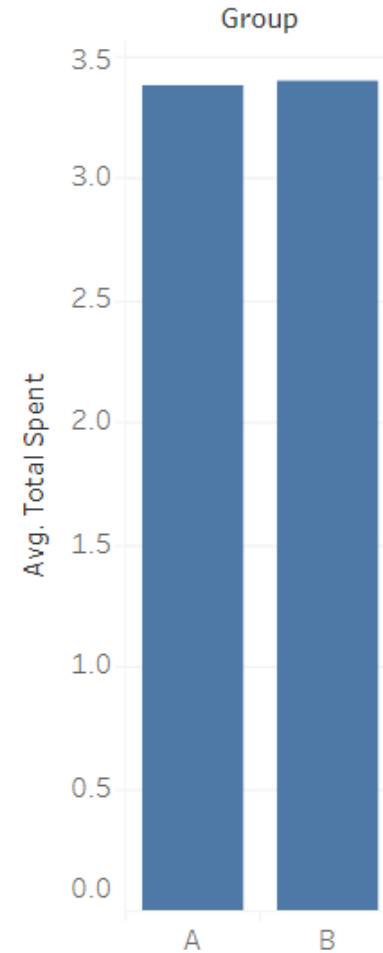
Conversion

- Total conversions for both groups combined is 2094
- Total test population is 48,943
  - This represents a total of 4.28%

- Group A has 955 conversions
  - This represents 45.61% of conversions
- Group B has 1139 conversions
  - This represents 54.39% of conversions

Total Conversion

■ Test Pop ■ Conversions ■ ■
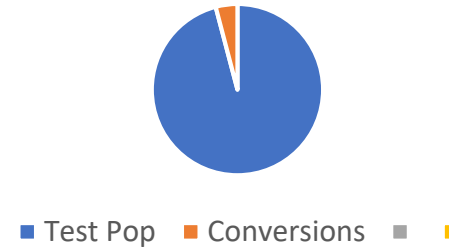
Conversions by Group

■ Group A ■ Group B ■ ■
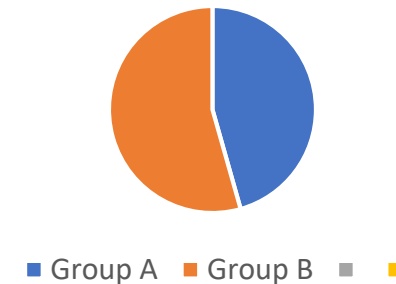
Information of Interest

- Women were the highest spenders
  - This applies both in total, and on average

- Android users made up the largest portion of devices
  - Despite this, iOS were the highest spenders on average

Total Spent by Gender

Legend: ■ Men ■ Women ■ Others

Average Spent by Gender

Legend: ■ Men ■ Women ■ Total