

A/B TEST ANALYSIS

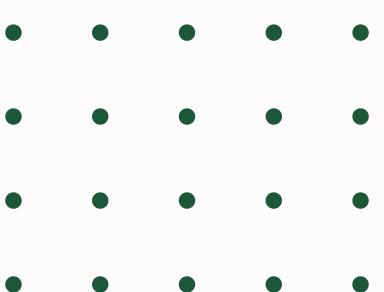
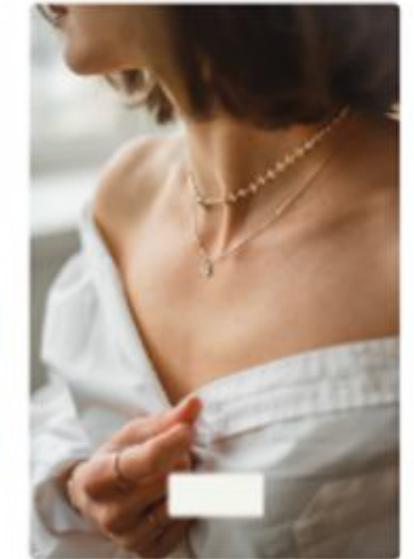
SHOULD WE LAUNCH
A BANNER FOR THE FOOD AND DRINK
CATEGORY?

BY: LIEZYL JUGALBOT



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trending best sellers gifts sale



CONTEXT

GOAL

Assessing the new banner's impact
on revenue increase.

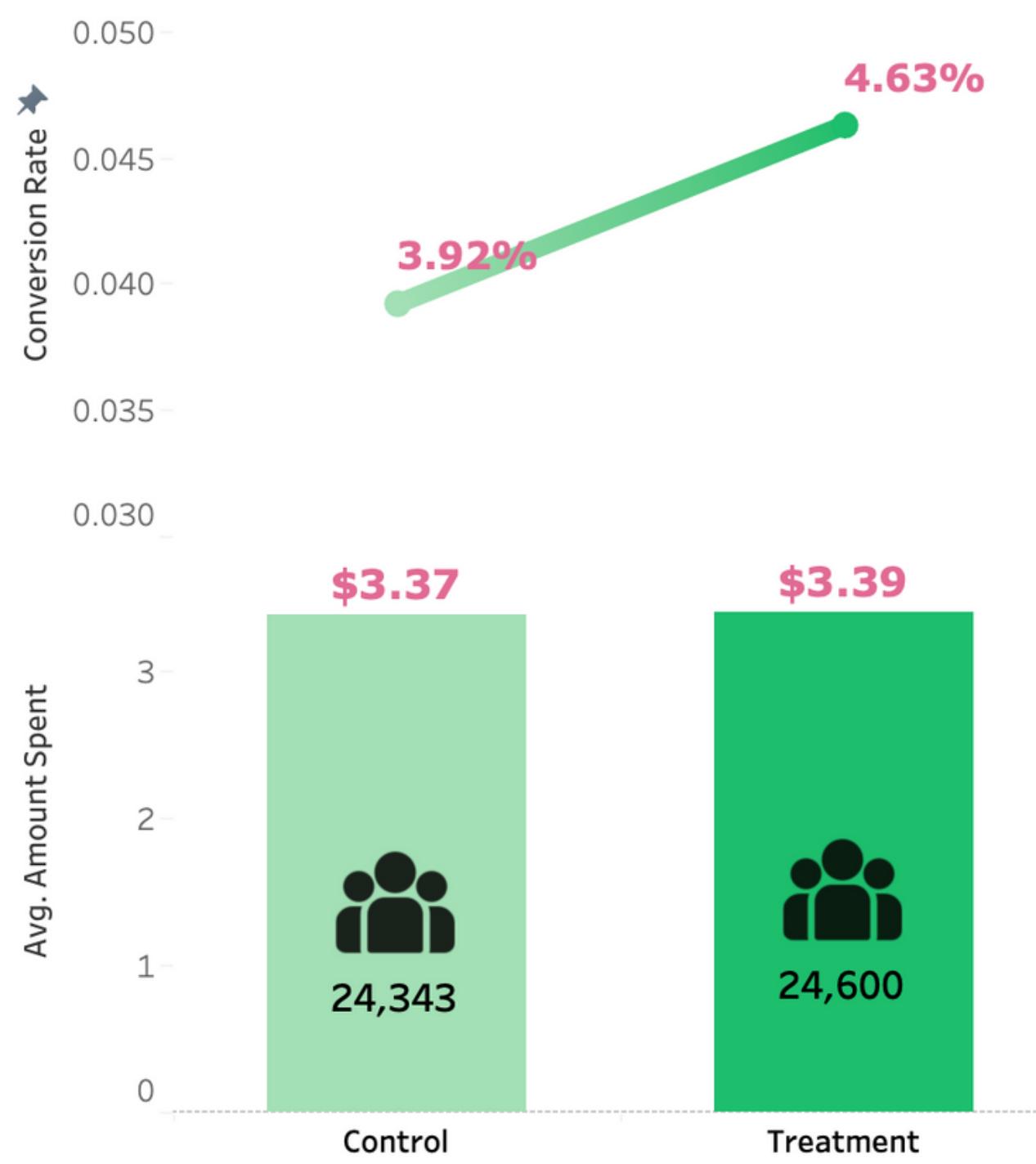
Mobile website
User assignments
Conversions

PARAMETERS

TIME FRAME

13-day period
(Jan 25 to Feb 6)

KEY RESULTS



We saw strong statistical evidence that the new banner **increases the conversion rate**.

There was **no strong statistical evidence** that the new banner increases the average \$ spent.

The test had a sufficient sample size to detect the impact on conversion rate but insufficient for the average \$ spent.

RECOMMENDATION

CONTINUE ITERATING

- The banner positively affects user engagement, but launching based on one success metric would take time and effort
- We need to see more improvement in our success metrics to be confident in releasing the feature in its current state.

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THANK YOU

