

# A/B TEST ANALYSIS

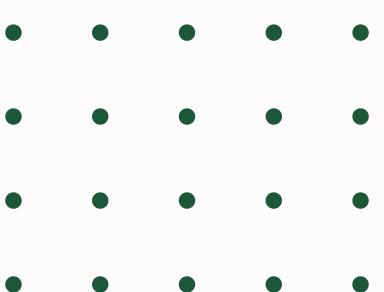
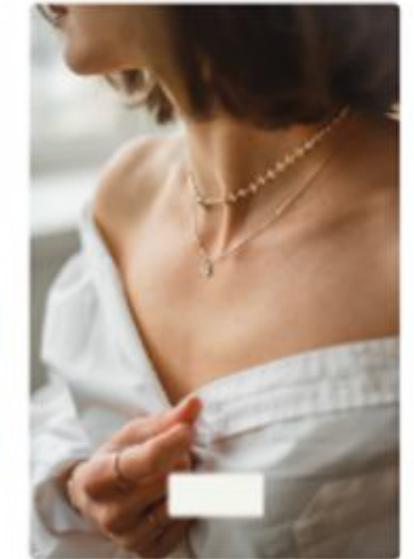
SHOULD WE LAUNCH  
A BANNER FOR THE FOOD AND DRINK  
CATEGORY?

BY: LIEZYL JUGALBOT



GloBox

trending best sellers gifts sale



# To determine the banner's impact on revenue increase



**48,943**  
users



**Control**

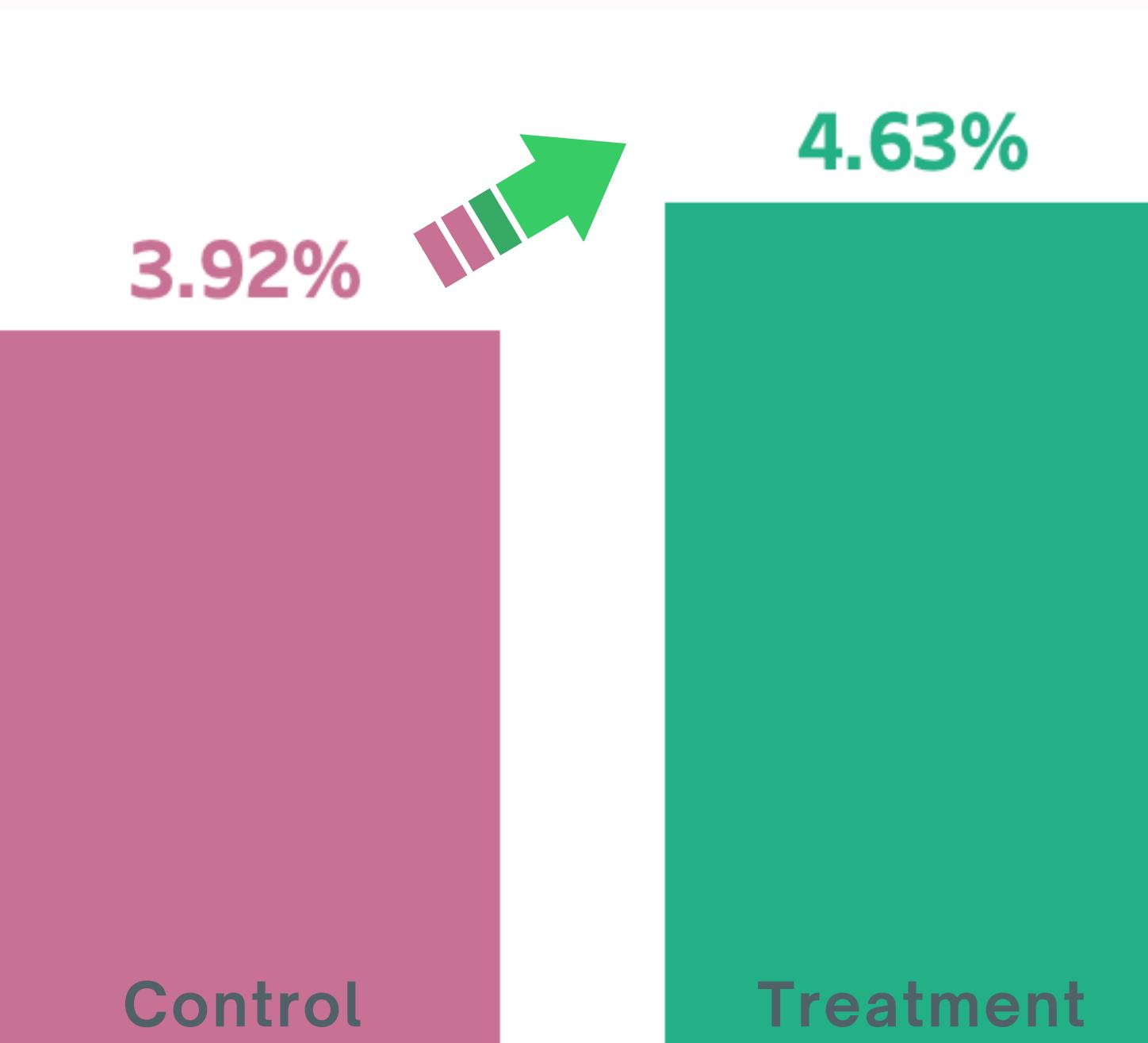
**Treatment**

**13 days**

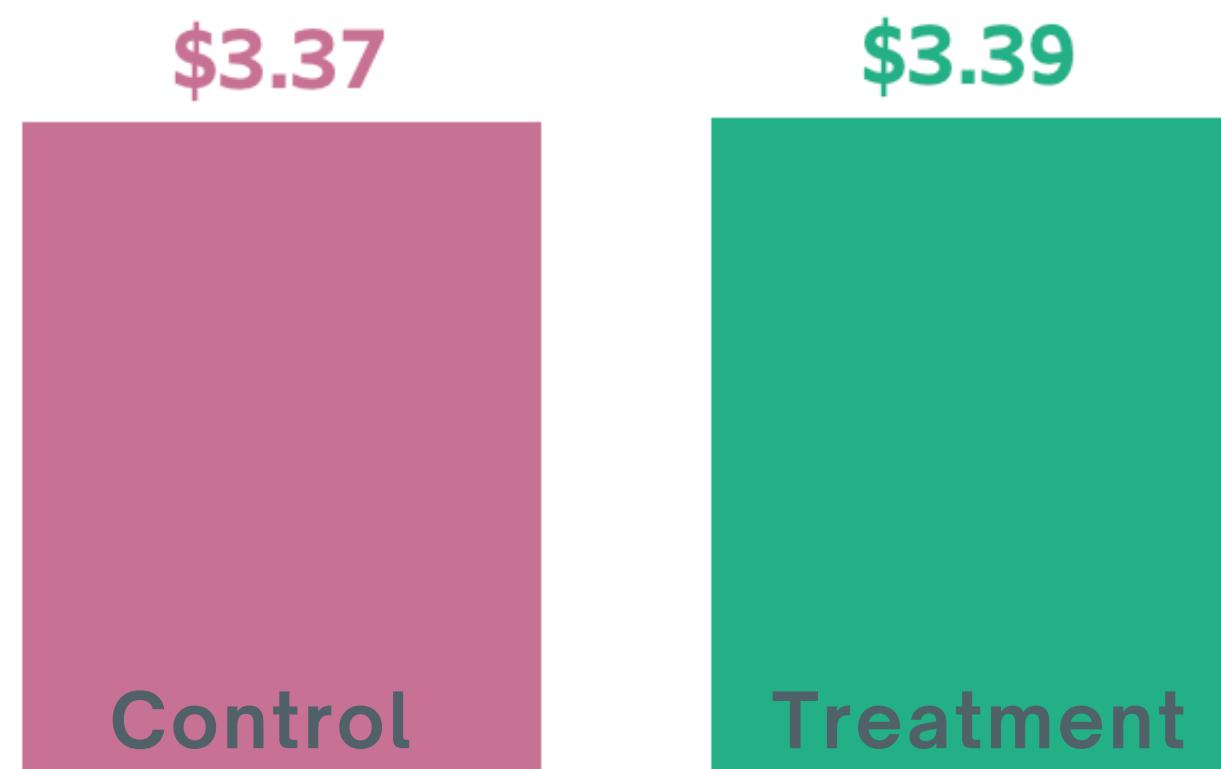


# The new banner increases the conversion rate

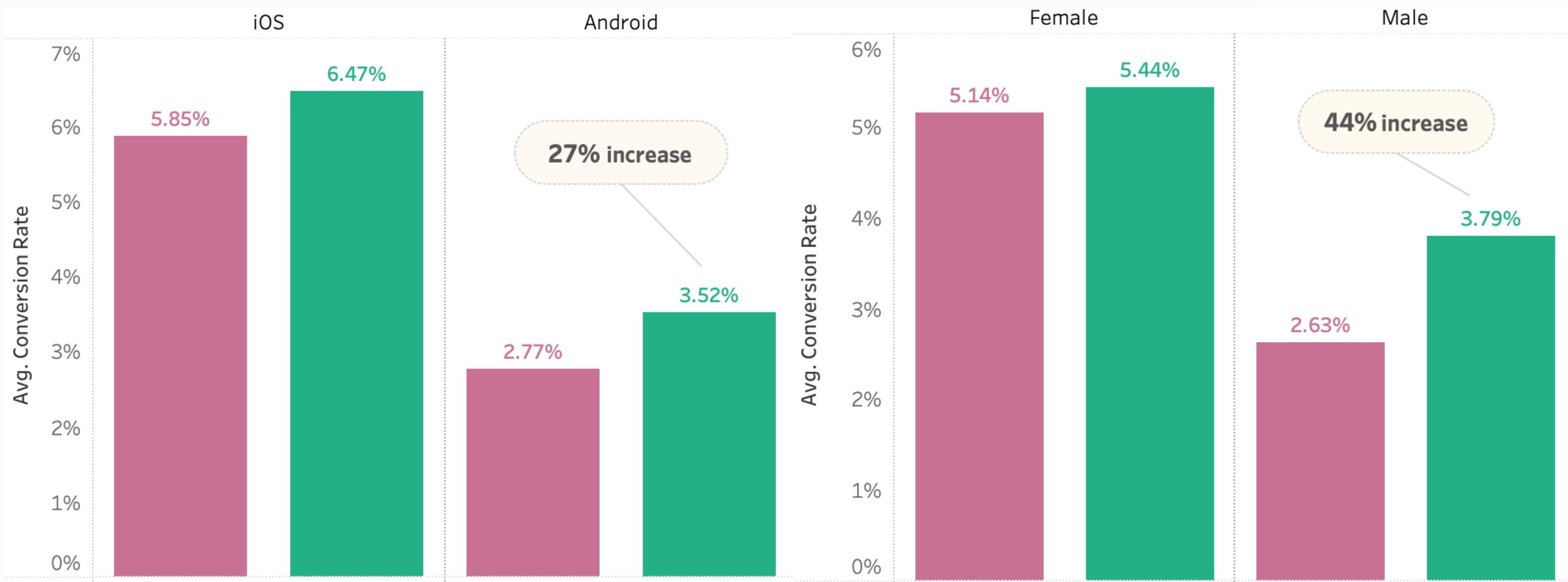
18% increase



Minimal impact on average spending



# Significant changes among Android users and Male users



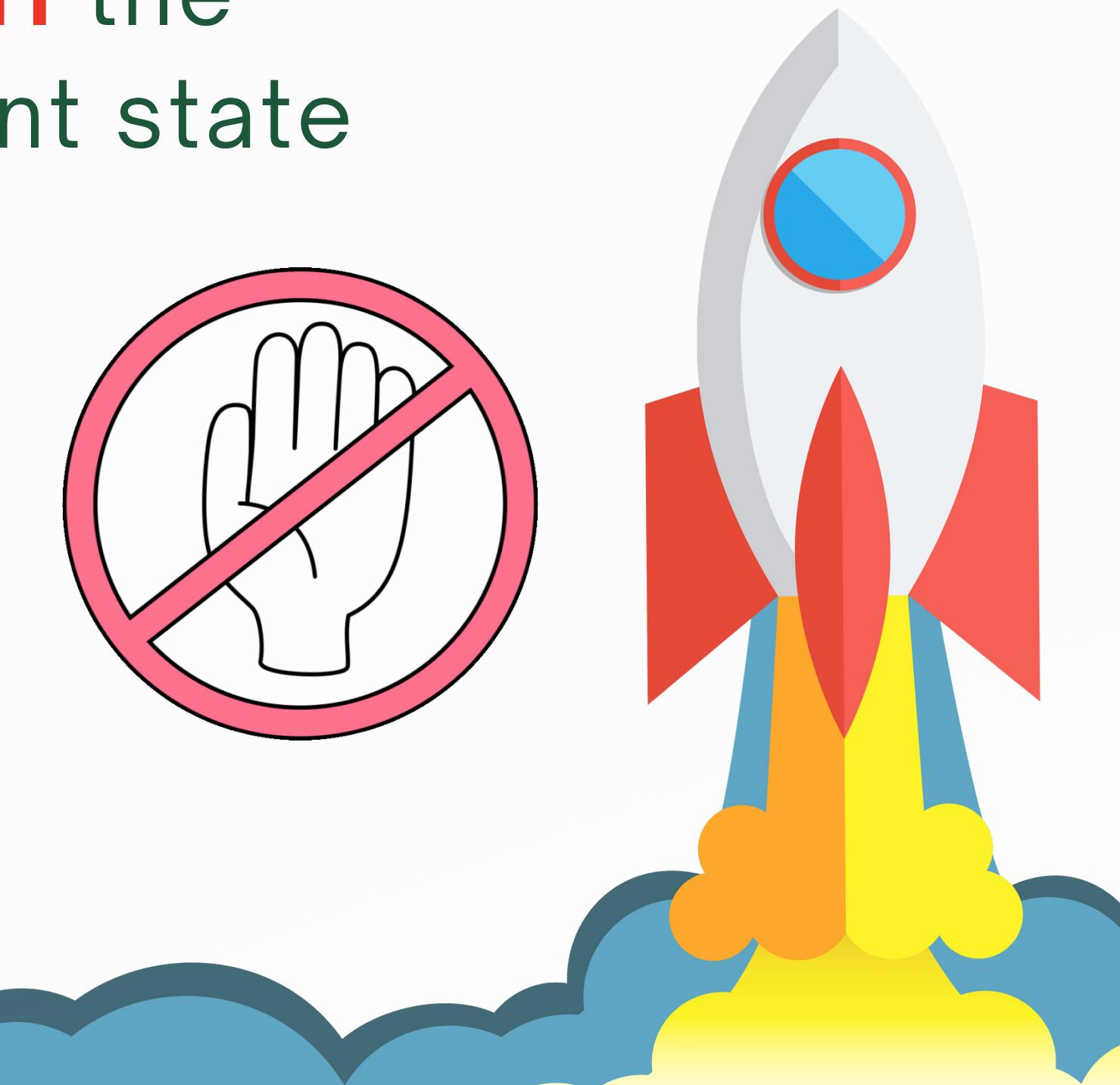
The new banner positively impacted the conversion rate with 27% increase among Android users and 44% among Male users.

# RECOMMENDATION

We **DO NOT LAUNCH** the experiment in its current state

## NEXT STEPS: CONTINUE ITERATING

- Re-run the test with an increased sample size of 77k for conversion rate and 185k for average amount spent to detect significant changes.
- Explore factors behind the increase in conversion rate among Android and Male users for targeted improvements.



best sellers

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# THANK YOU

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