

A/B TEST ANALYSIS

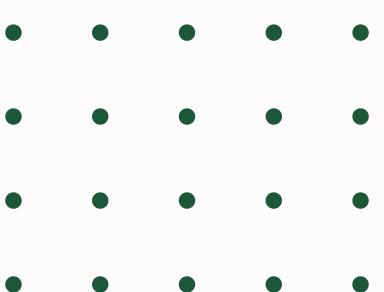
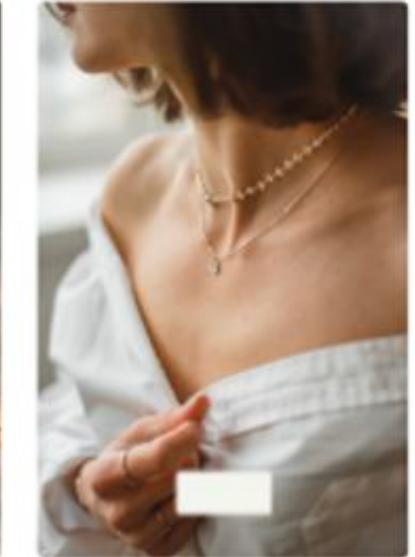
SHOULD WE LAUNCH
A BANNER FOR THE FOOD AND DRINK
CATEGORY?

BY: LIEZYL JUGALBOT



GloBox

trending best sellers gifts sale

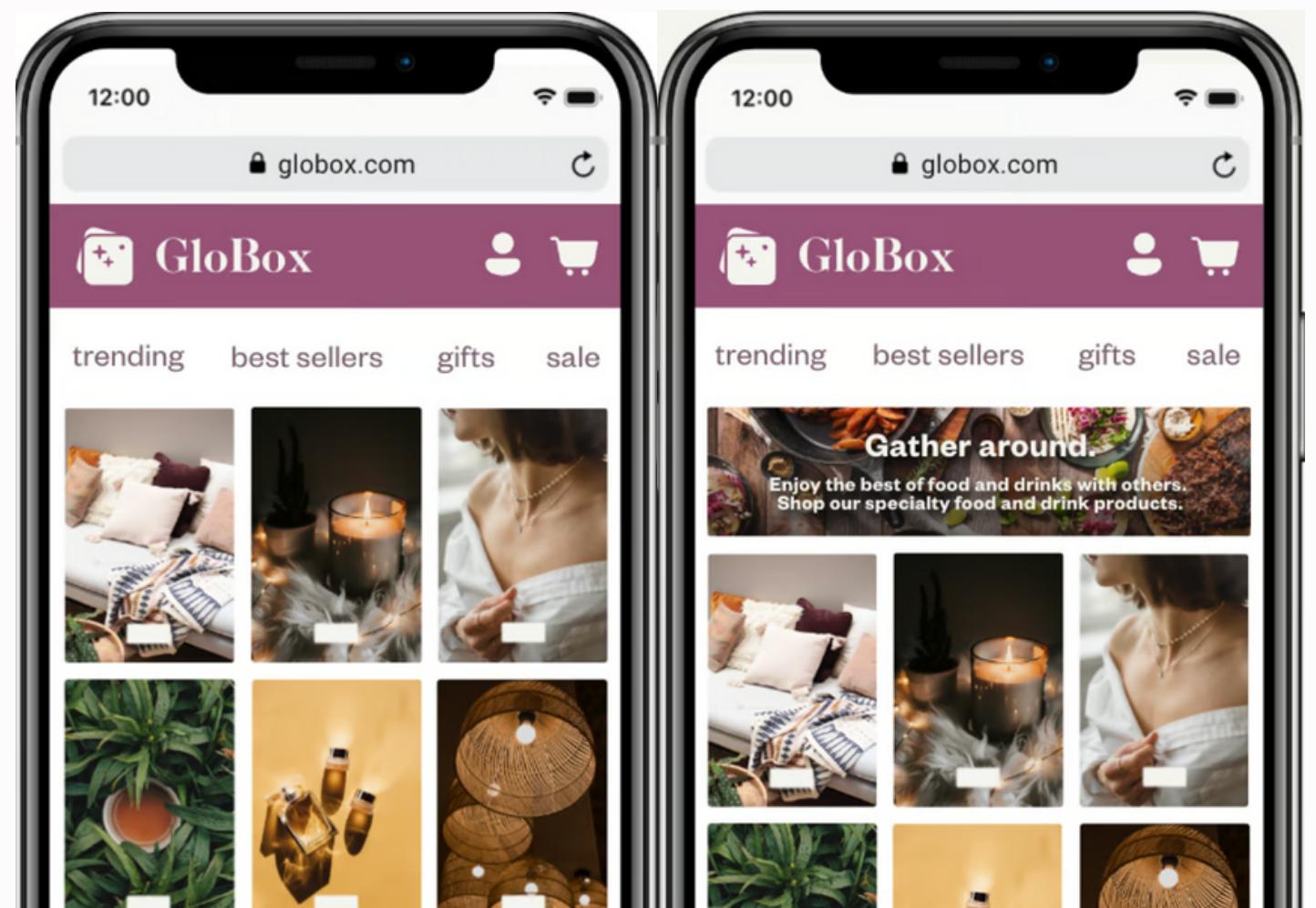


CONTEXT



48,943
users

Determine the banner's impact on
revenue increase



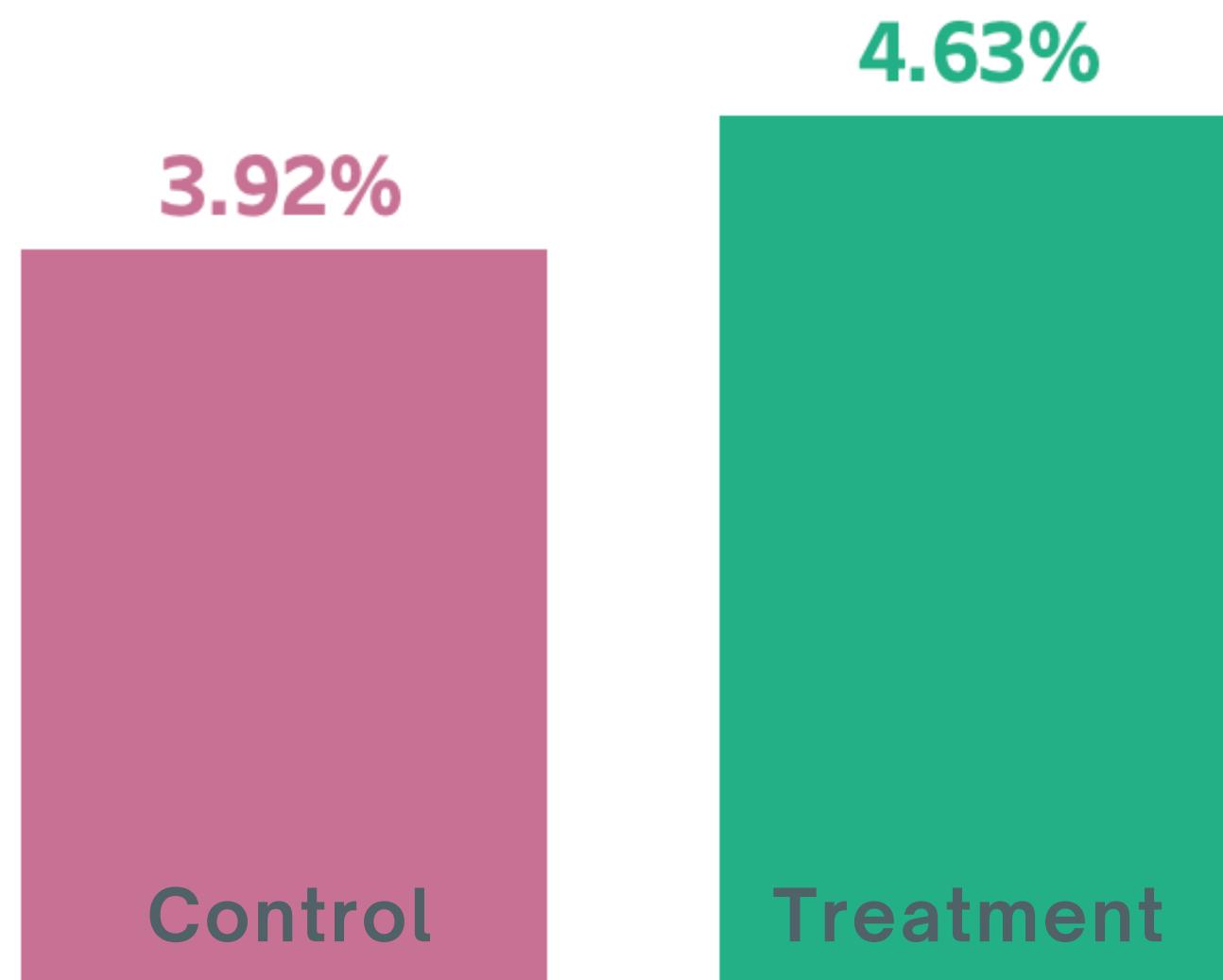
Control

Treatment

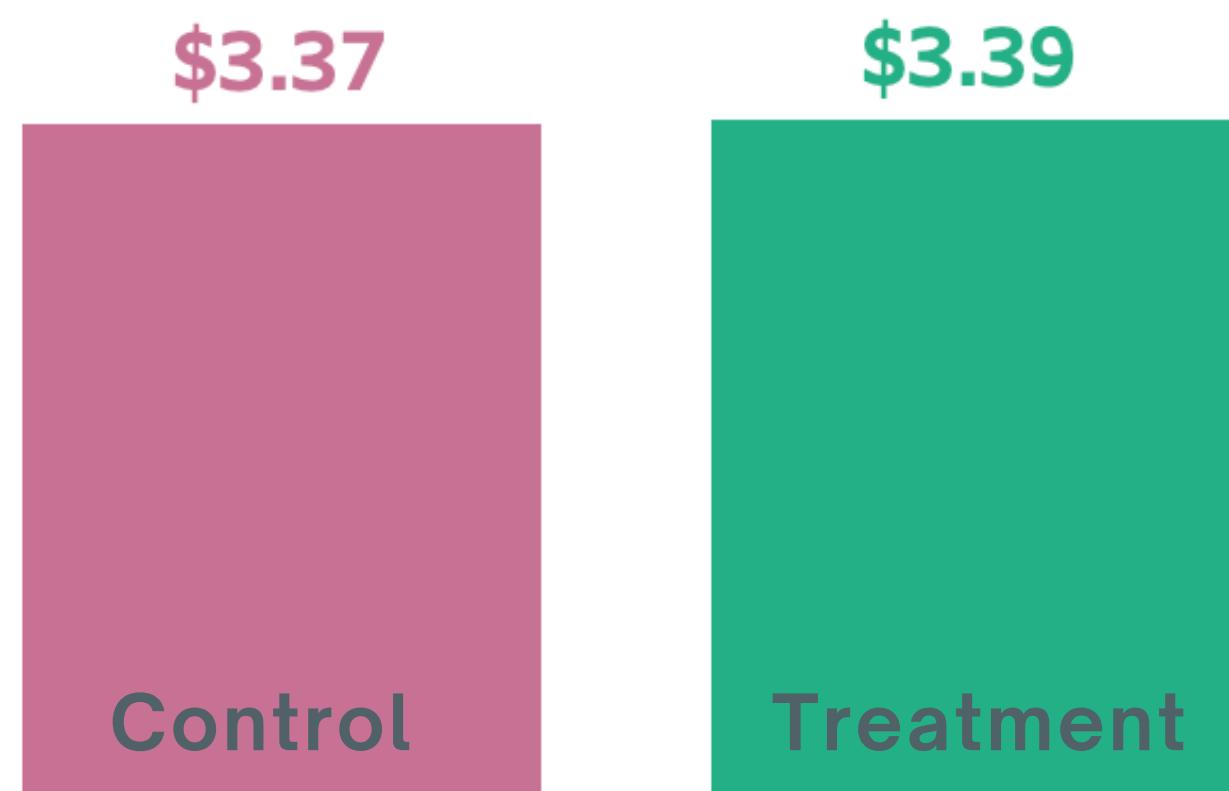


KEY RESULTS

We have strong evidence that the new banner **increases conversion rate**

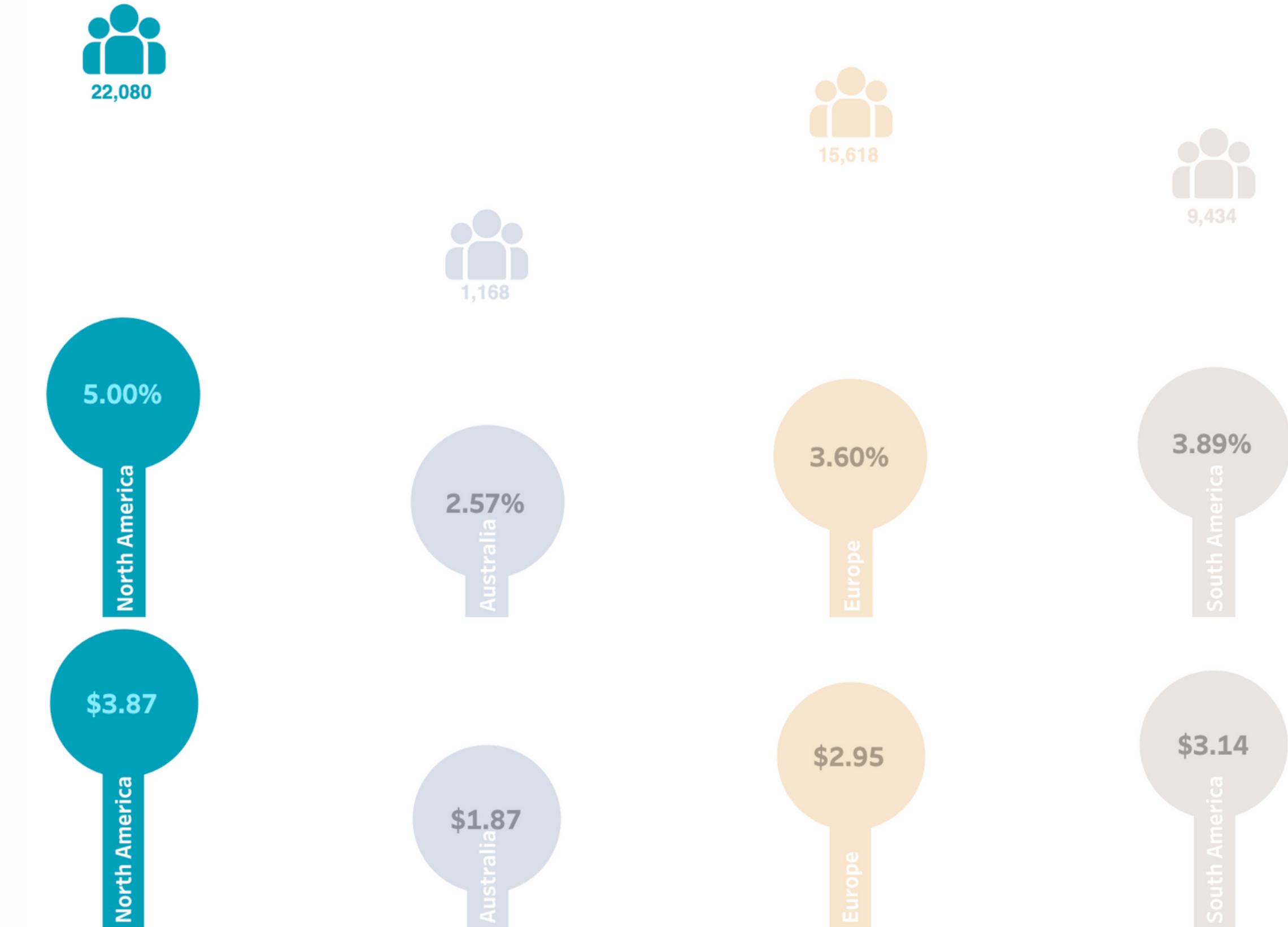


Minimal impact on average spending



KEY RESULTS

NORTH AMERICA is the top-performing region in conversion rate, average amount spent, and user count.



RECOMMENDATION

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

NEXT STEPS: CONTINUE ITERATING

- Re-run the test with an increased sample size
- Take advantage of North America's strong performance



best sellers gifts



THANK YOU



Liezyl Jugalbot

Data Analyst



<https://www.linkedin.com/in/liezyljugalbot/>



Toronto, ON

