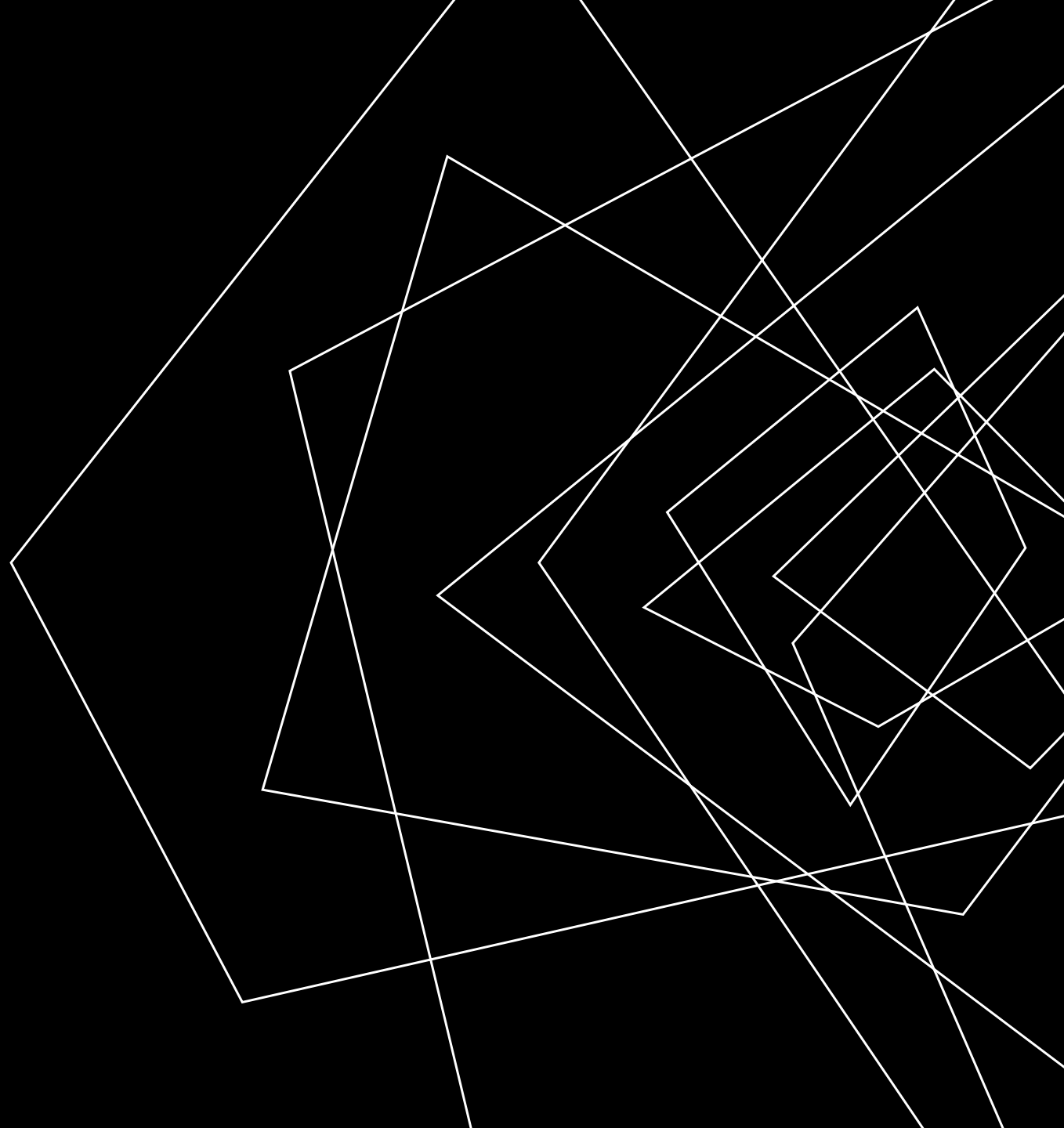# GLOBOX A/B TEST

Md tauhidul haque naime

AGENDA

Background

Conversion rate comparison
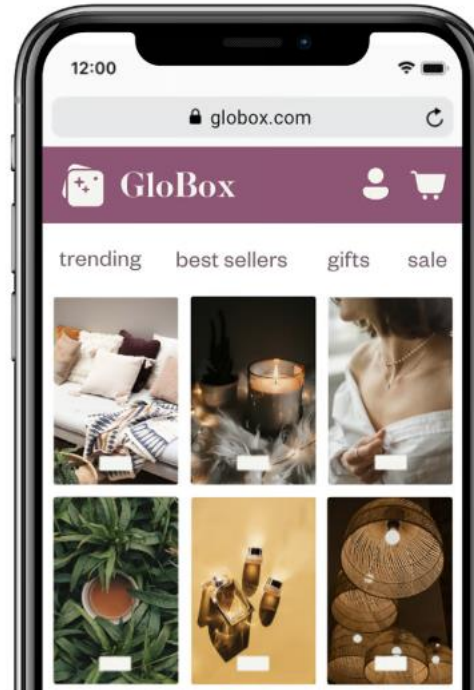
Average Spent comparison

Recommendation

BACKGROUND

- The primary motivation.

- Two distinct groups for the experiment.

- Timeline

- Total 48,943 customers.

Group A: Control
existing landing page

Group B: Treatment
landing page with food & drink banner

TEST SETUP OVERVIEW

- Control Group has 24343 customers.

- Treatment Group has 24600 customers.

- Test metrics
    - Conversion rate
    - Average spent

TEST METRICS COMPARISON OVERVIEW

- Average Spent
    - Control Group $3.37
    - Treatment Group $3.39

- Conversion
    - Total customers converted from control group 955 and conversion rate 3.92%
    - Total customers converted from control group 1139 and conversion rate 4.63%
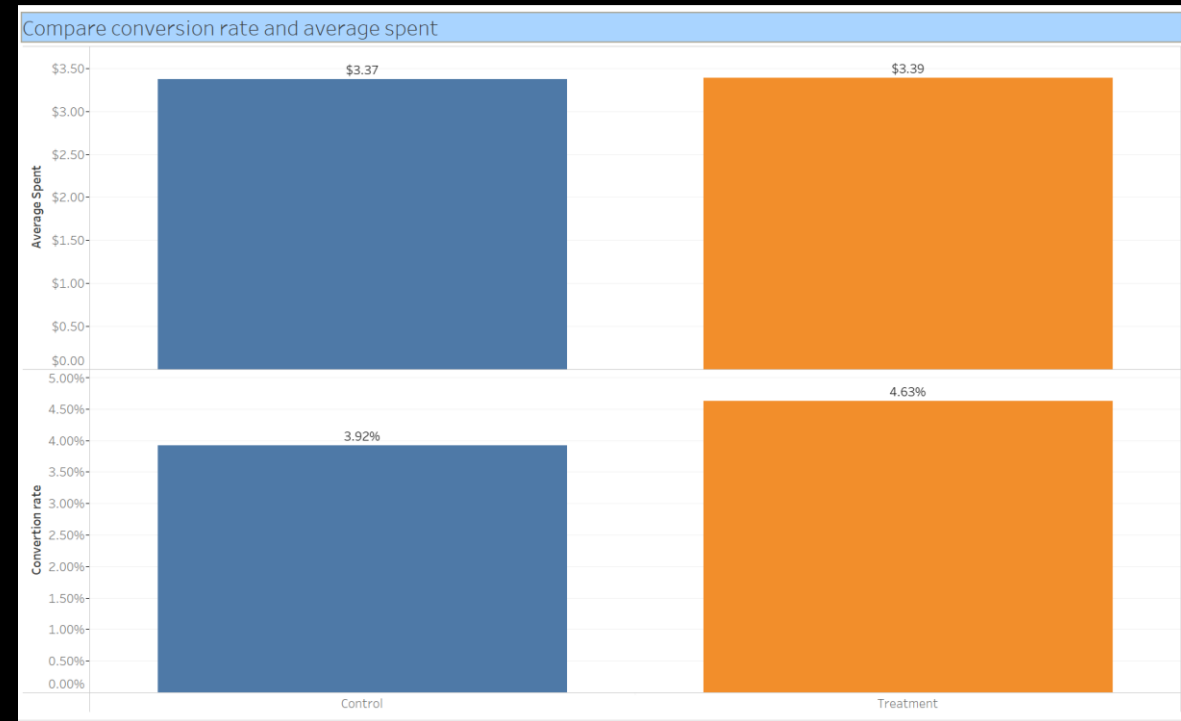
AVERAGE SPENT COMPARISON BASED ON USER DEVICES

- Android user
  - Control Group $83.49
  - Treatment Group $69.96
- iPhone user
  - Control Group $86.67
  - Treatment Group $76.07
- Devices not specified
  - Control Group $0.04
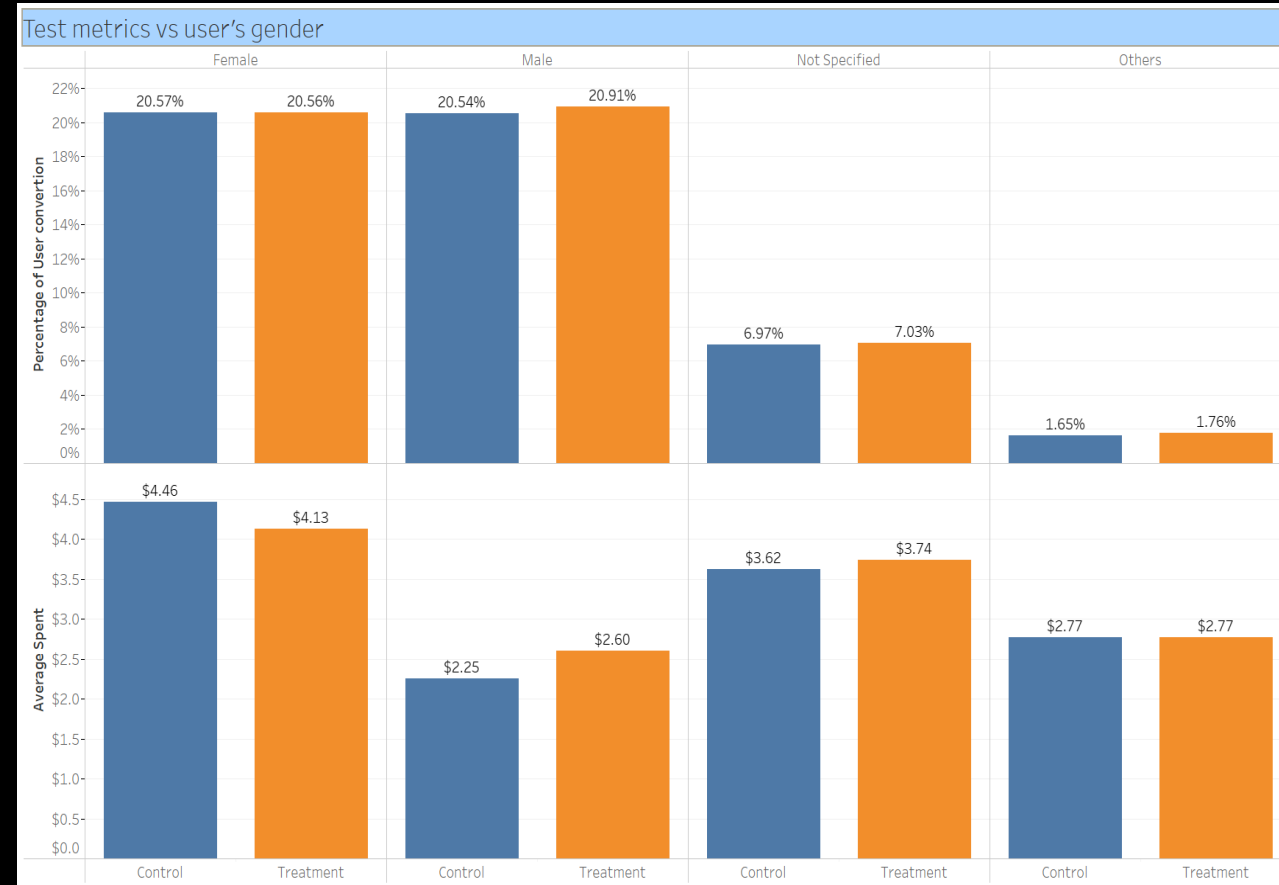 - Treatment Group $0.02

CONVERSION RATE COMPARISON BASED ON USER DEVICES

- Android user
  - Control Group 0.85%
  - Treatment Group 1.10%
- iPhone user
  - Control Group 1.09%
  - Treatment Group 1.22%
- Devices not specified
  - Control Group 47.79%
  - Treatment Group 47.95%

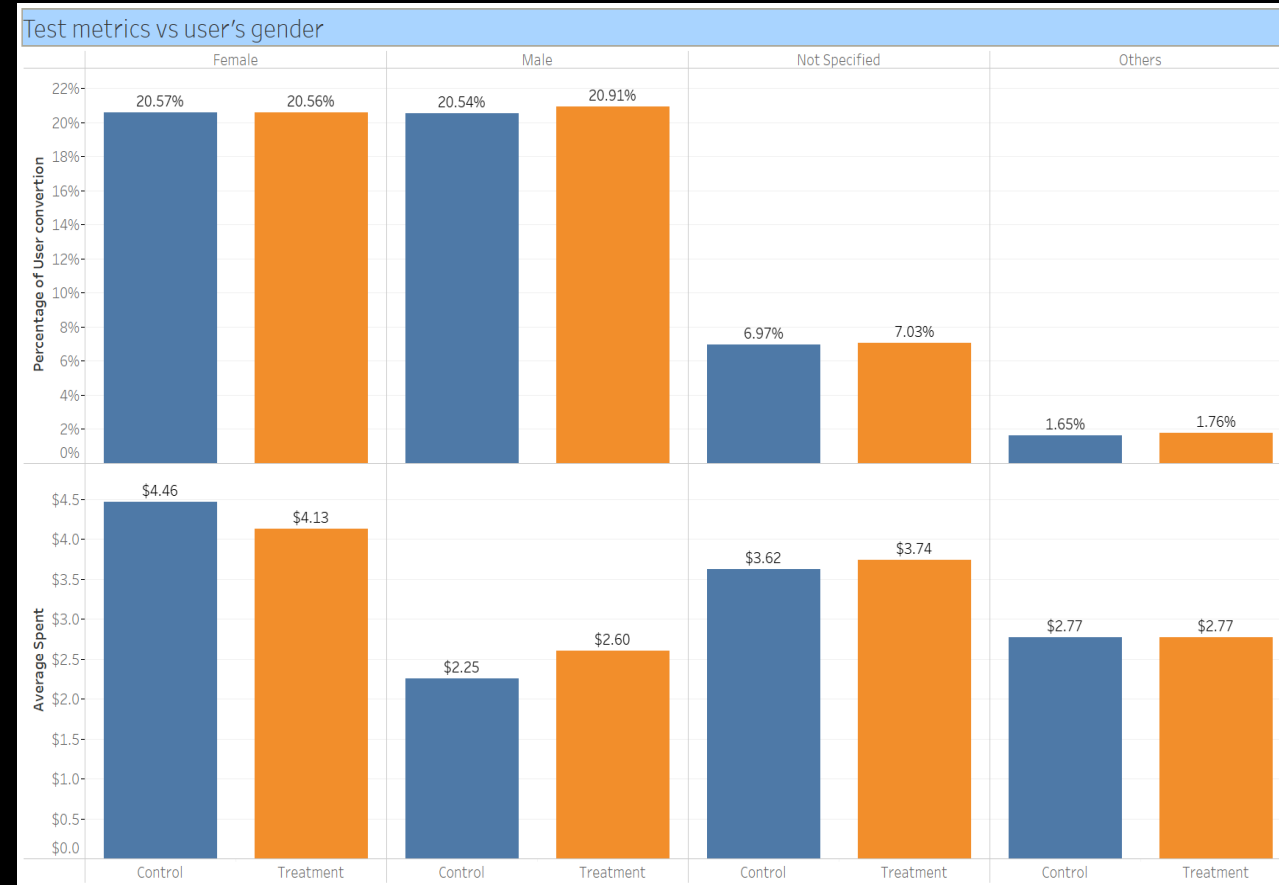# AVERAGE SPENT COMPARISON BASED ON GENDER

- Female user
  - Control Group $4.46
  - Treatment Group $4.13
- Male user
  - Control Group $2.25
  - Treatment Group $2.60
- Gender Not specified
  - Control Group $3.62
  - Treatment Group $3.74
- Others
  - Control Group $2.77
  - Treatment Group $2.77

# CONVERSION RATE COMPARISON BASED ON GENDER

- Female user
  - Control Group 20.57%
  - Treatment Group 20.56%
- Male user
  - Control Group 20.54%
  - Treatment Group 20.91%
- Gender Not specified
  - Control Group 6.97%
  - Treatment Group 7.03%
- Others
  - Control Group 1.65.%
  - Treatment Group 1.76%

TEST METRICS COMPARISON BASED ON LOCATION

- Conversion Rate
  - Highest conversion rate: Canada 5.605%
  - Lowest conversion rate: Australia 2.568%
- Average spent
  - Highest average spent: USA $4.173
  - Lowest average spent: Australia $1.866

Map showing conversion rate and average spent
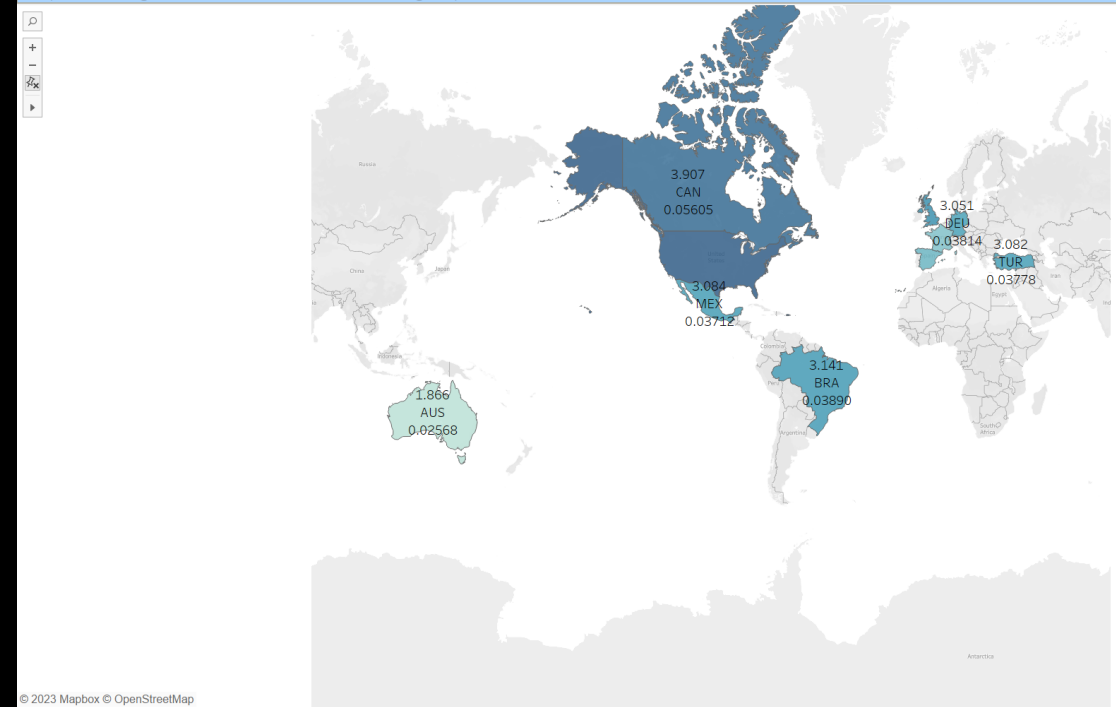
© 2023 Mapbox © OpenStreetMap

RECOMMENDATION

Based on our current sample size my recommendation is to proceed with the product launch.

THANK YOU

Md Tauhidul haque Naime

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