Background

Upon registering, users on Bridebook must complete a 10-step onboarding process. Roughly 84% of users complete onboarding. Upon completing onboarding, users are prompted with a screen that uses the information from onboarding to populate the following sentence: “There are X venues near Y location that can accommodate Z guests,” with a CTA to perform a search and see these venues. Some research suggested that users who do not add a location during onboarding are less likely to perform searches and send enquiries to venues.

**We wanted to increase the proportion of our registered users who search for venues and, ultimately, send them enquiries**; therefore, we created an A/B test with three variants to test two prevailing different hypotheses.

**Variant 1** hid the option of choosing “Undecided” on the location step of onboarding (leaving only data-entry or SKIP as options).

**Variant 2** hid the text around the counts of venues in your location, leaving only “We found some perfect venues for you!”.

**Variant 0** was the control.

Only new users who saw the location step were included in the test.

The data from this test are attached below.

The task

Please only spend ~1 hour to explore the results and write up findings from these data, documenting your conclusions **as if you were sharing them with the product team**. Some questions you might want to consider including are:

* What was the outcome of this test?
* Are there any business recommendations you might suggest of the back of this?
* Are there any other findings/suggestions that come from the data?
* What additional questions you might want to investigate given more time/data? What metrics would you use to use to answer that question, and what data you might need in order to look at this?
* Any other comments or improvements that come to mind.

Please submit the write-up of your findings and any scripts/files that show the calculations you have performed.