GloBox A/B Test Maxwell Acha

MasterSchool Final Project

New homepage banner

- The Objective: increase revenue of food and drink category
- **A/B Test** with 48.9 K users
- The experiment is only for the mobile website

Group A: Control existing landing page



Group B: Treatment landing page with food & drink banner



Inside the A/B test

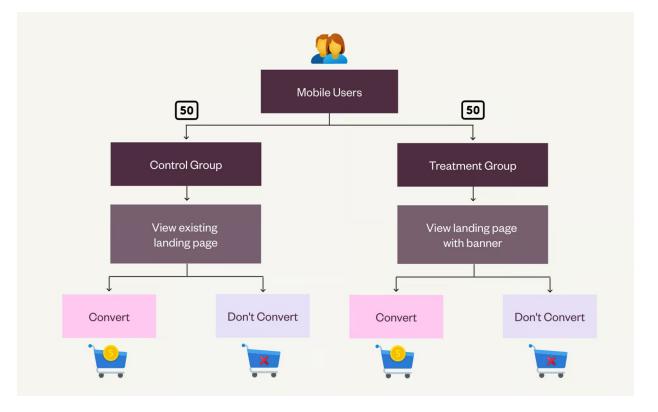
Duration of Experiment:

- 2 weeks

Sample Size:

Control: 24,343

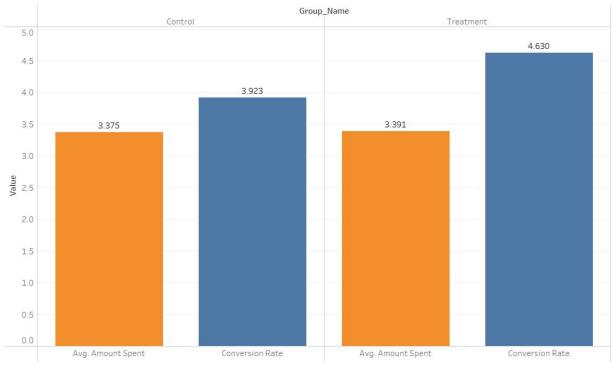
- Treatment: 24,600



Conversion Rate vs AVG Amount Spent

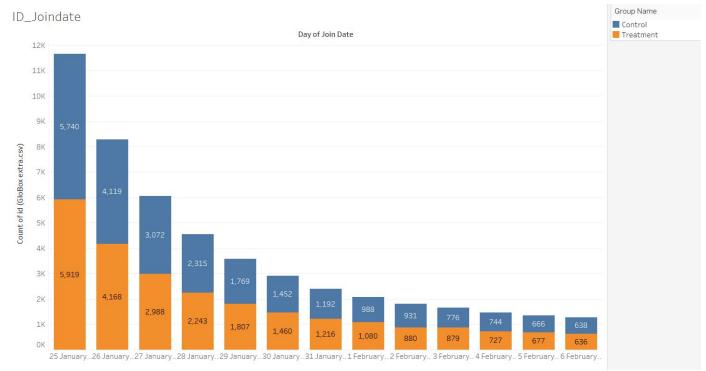
 Treatment group had a higher conversion rate than Control group (+0.707 % more)

 Average Amount Spent was almost similar in both groups with a differer of \$0.015



Novelty Effect assessment

- There is no significant difference between the number of users joining each day, no novelty effect can be observed



Hypothesis Testing

 I saw sufficiently strong evidence that the conversion rate was different between the control and treatment group.

- There is no significant difference found in the AVG Amount Spent between the two groups.

Conversion rate estimates

- I estimate that conversion rate of the Control group lies between 3.67% and 4.16%, while for the Treatment group it lies between 4.36% and 4.89%



Recommendation

I strongly recommend launching the banner because:

- The treatment and the control group have a **significant difference** in the conversion rates
- The total amount spent by the Treatment group is a bit **higher** than the one of control group
- The cost of launching the new banner **is not expensive** and couple with the benefits that we saw in the A/B test **is worth launching it.**