

Compety HACKATHON TASKS

SUBMIT YOUR WORK BY 12 MARCH, 23:59 UK TIME

IF YOU ENCOUNTER ANY PROBLEM DURING THE HACKATHON - REACH OUT TO [SUPPORT@COMPETY.NET](mailto:support@compety.net)

HACKATHON FILES CONTAIN:
1. README.PDF (THIS FILE)
2. DATASET.CSV

[DOWNLOAD LINK](#)

Hackathon Task: A/B Test Analysis for Foodtech Company

Background

A UK-based foodtech company conducting food delivery services has recently run an A/B test to improve user experience and conversion rates. The goal of the test was to determine if displaying larger food images on restaurant menu cards leads to higher order rates by helping users better understand how meals look.

This hypothesis was formed based on competitor analysis and UX research with current users.

Hackathon Task: A/B Test Analysis for Foodtech Company

Experiment Details

Hypothesis: Increasing the size of food images on restaurant menu cards will improve conversion to orders.

- **Test Location:** London
- **Test Duration:** 00:00, Monday, 25 November 2024 to 23:59, Saturday, 30 November 2024
- **User Split:** Users were randomly assigned to either the control group (original design) or the test group (larger food images)
- **Key UI Difference:** The control group saw the original smaller images, while the test group saw larger food images (as shown in the provided screenshots)

Dataset Overview

Participants will receive a dataset containing user interaction events from the A/B test:

reload_the_page – User updated the list of restaurants

entry_to_shop – User entered a specific restaurant

order_paid – User completed an order and made payment

order_finished – Order was finished marked with a final status (is generated for each paid order)

Hackathon Task: A/B Test Analysis for Foodtech Company

Fields Description

field	type	desc
event_id	int	ID
session_id	int	ID
user_id	int	ID
variation	int	User Variation: 1 - old design 2 - new design with bigger pictures
platform	string	User platform: iOS / Android
datetime_event	datetime	The date and time event was conducted
event_type	string	The name of event
final_order_status	string	Order status: - Successful - Cancelled - Refunded after delivery
shop_id	int	ID



Sushi Star Takeaway

★ 4.8 Excellent (500+)

ⓘ Allergens and info

🚚 Deliver in 15-25 minutes • 0.20 mi

Menu

Salmon Sushi Mix (12 pieces)

3 Salmon avocado maki, 3 California rolls,
3 Green rolls, 3 spicy tuna maki, and eda...
£13.99



Salmon Sushi Mix (12 pieces)

3 Salmon avocado maki, 3 California rolls,
3 Green rolls, 3 spicy tuna maki, and eda...
£13.99



Salmon Sushi Mix (12 pieces)

3 Salmon avocado maki, 3 California rolls,
3 Green rolls, 3 spicy tuna maki, and eda...
£13.99



ⓘ Spend £10, get free delivery

UX MOCKUPS

9:41 100%

ⓘ Allergens and info

ⓘ Spend £25, get a free item

Deliver in 15-25 minutes • 0.20 mi

Sushi Star Takeaway

★ 4.8 Excellent (500+)

ⓘ Allergens and info

Menu

£13.99 Salmon Sushi Mix (12 pieces) +

A

B

Hackathon Task: A/B Test Analysis for Foodtech Company

Hackathon Task:

- 1. Evaluate the A/B test design** – Assess the experiment's methodology and suggest improvements
- 2. Analyze the dataset** – Extract insights about user behavior and test results
- 3. Draw conclusions & make business recommendations** – Provide data-driven advice on the next steps for the product team

Submission Requirements:

All participants must submit their findings via the submission form. The submission must include:

- 1. Slide deck** – structured presentation with the full analysis and recommendations (PDF format)
- 2. Loom* recording (up to 5 mins video) link** – verbal explanation of the results using the slide deck
- 3. Detailed analysis link** – Python Notebook, GitHub repo, or Google Spreadsheet with all data analysis steps

*Loom is a tool for screen recording: <https://www.loom.com>
Please use it for your verbal presentation

Compety

SUBMISSION

SUBMIT YOUR WORK BEFORE 12/03/2025, 23:59 (UK TIME) USING THIS LINK:

<https://forms.gle/miBYvMMBzpYCPkTAA>

**YOU WILL RECEIVE FURTHER DETAILS AFTER THE SUBMISSION DEADLINE
KEEP AN EYE ON YOUR INBOX!**

Compety

UNLOCK YOUR POTENTIAL