

# A/B TESTING ANALYSIS REPORT OF GLOBOX'S NEW BANNER

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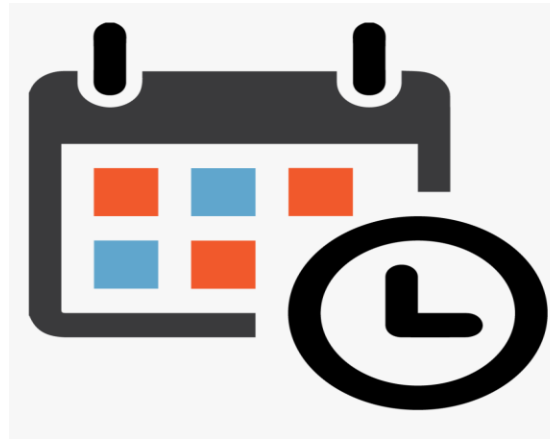
# PROJECT BACKGROUND

## Goal



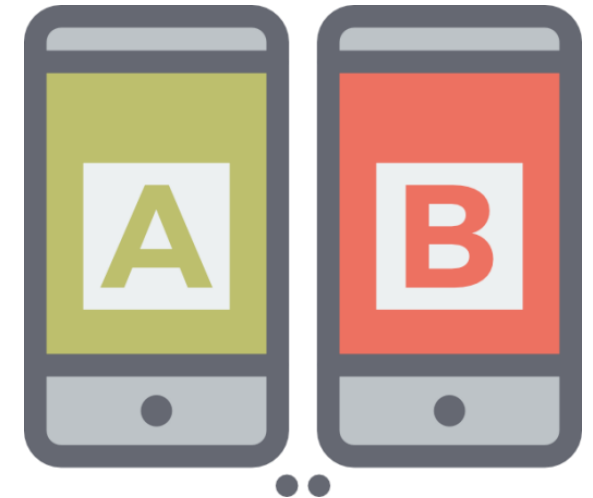
To determine if launching the food and drink banner on Globox's site will lead to increased revenue and conversion rates

## Duration



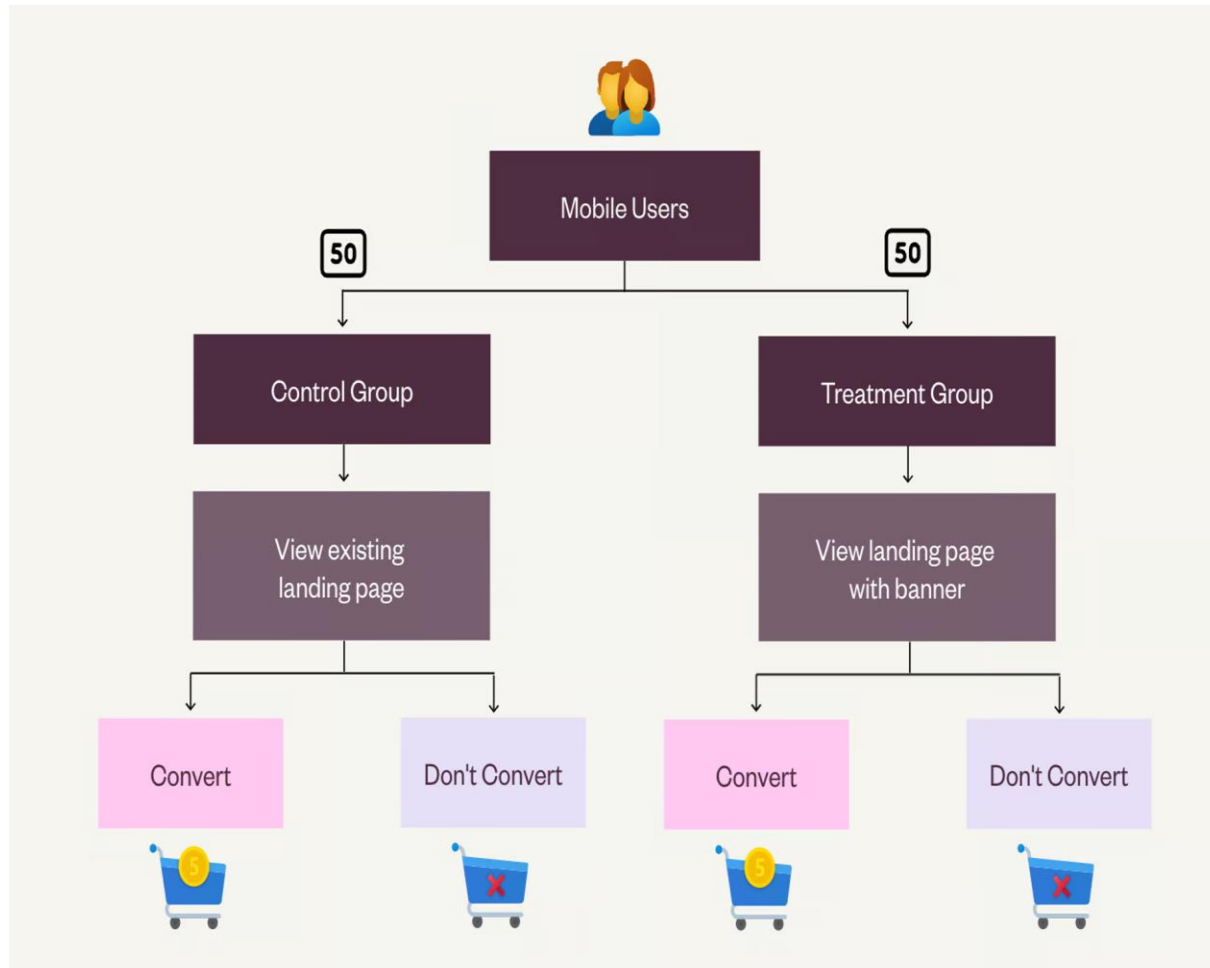
13 days  
Jan 25th-Feb 6th 2023

## Mobile Users



A/B test on 48,943  
users

# A/B Test Setup



- Mobile website
- Randomly assigned to either the control or test group
- Control Group A — No banner
- Treatment Group B — With Banner
- Make purchase — convert
- No purchase — no convert

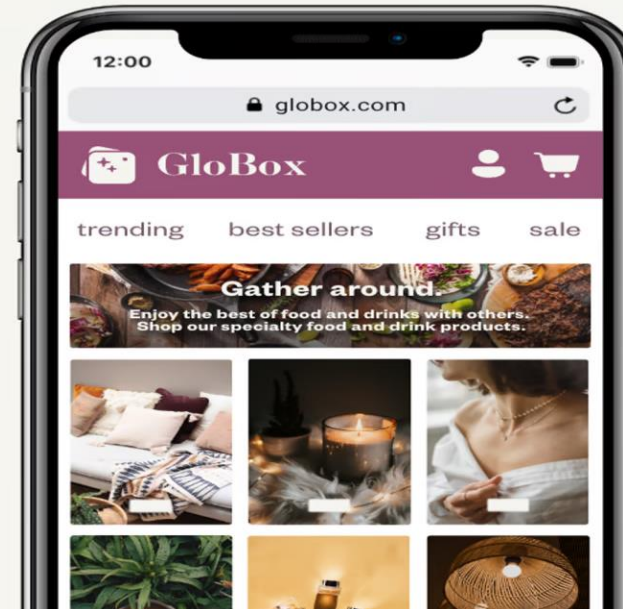
# A/B Test Setup

Group A: Control  
existing landing page



|Number of users 24,343

Group B: Treatment  
landing page with food & drink banner

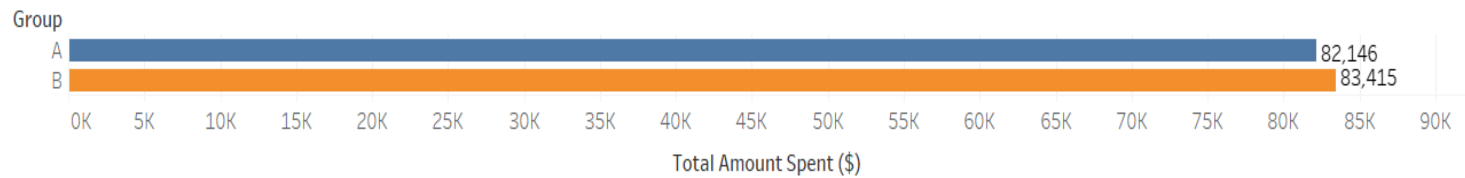


Number of users 24,600

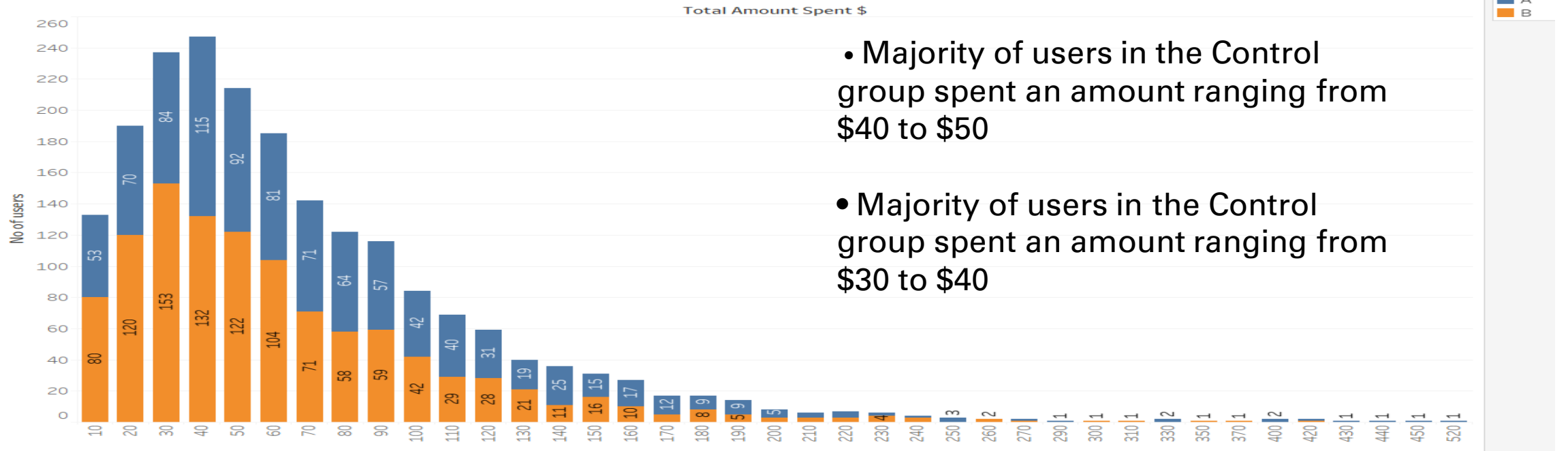
# A/B Test Results

Slight increase in revenue in Treatment group

Total revenue across the group



## Distribution of the amount spent per user for each group

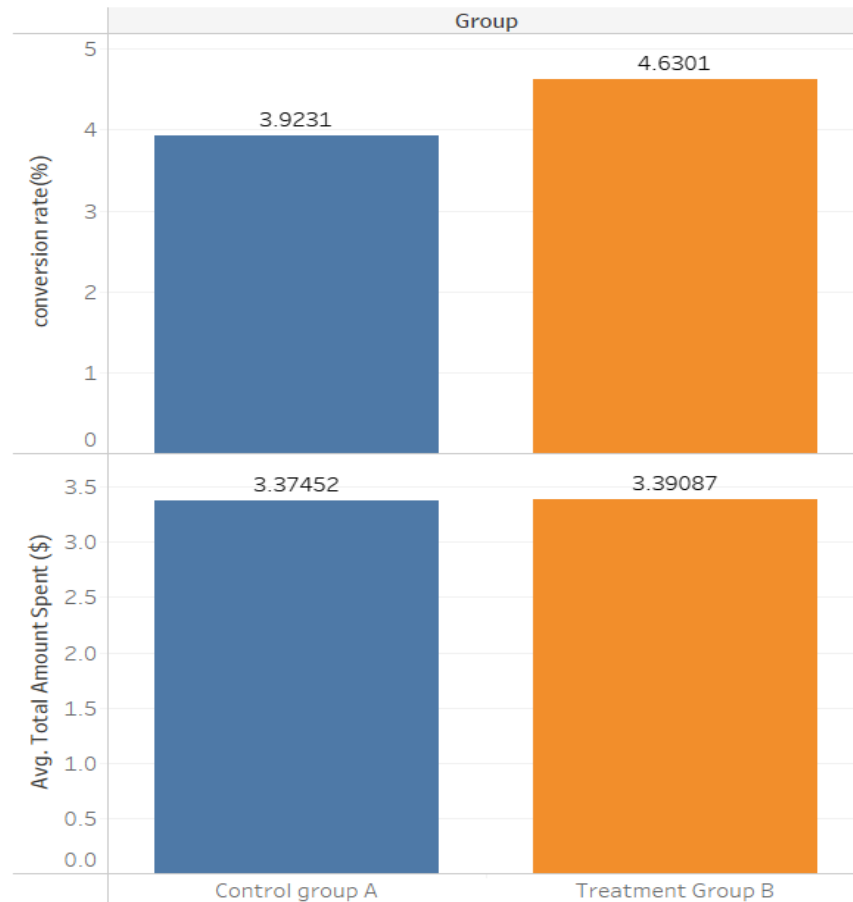


- Majority of users in the Control group spent an amount ranging from \$40 to \$50

- Majority of users in the Control group spent an amount ranging from \$30 to \$40

# A/B Test Results

(Q1) Comparing the conversion rate and average amount spent between the test groups.



- Sufficiently strong evidence of difference in conversion rate between two groups
- No significant difference in amount spent between the groups

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# Recommendation

## Against the launching of the new banner

Reasons:

- No assurance of continuous revenue increase

Measures to be taken:

- Further testing and analysis of user behavior are essential to validate the banner's effectiveness and develop a clear strategy to address potential risks and drawbacks





# THANK YOU

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