The Ecommerce business offers a group of whitelist customers a special promotion for the membership subscription, currently they show the screen A to customers, and they found that the conversion rate of users buying the subscription is too low.

They suggest changing the content on the banner. The suggestion as below:

*(Notes: the original price of the subscription package is 199K, and with the promotion, they can buy with 99K)*

Screen A: show a discounted price of paid package (99K) (original version)

Screen B: show a discount amount in price (discount 100K)

1. Design Ab testing experiment for this case.

* *Define hypothesis of the test, measurable metrics*
* *Your sample pool, metrics to divide users to avoid confounding variables*
* *The external factor that could affect the results of the test*

1. The data was collected as an attached file.   
   Assuming that the ab testing experiment was conducted in the perfect circumstances, what do you think about the results? (Use hypothesis testing to prove the results is significant)

*(Can this* [*TOOL*](https://abtestguide.com/calc/) *to calculate)*

**Dataset:**

**customer\_id**: unique id of each users

**group**: group1: show screenA | group2: show screenB

**is\_buy**: whether that user buy the subscription or not

**Submission:** Use Google Docs or Google Colab to answer the question, give the drive link in the submit form.

**Form submit:** [**LINK**](https://docs.google.com/forms/d/e/1FAIpQLScmsmbbk8U2DnnwqgyKh0M3GwovkeKvgDcCGupXl5HNIfFu2Q/viewform?usp=pp_url)