

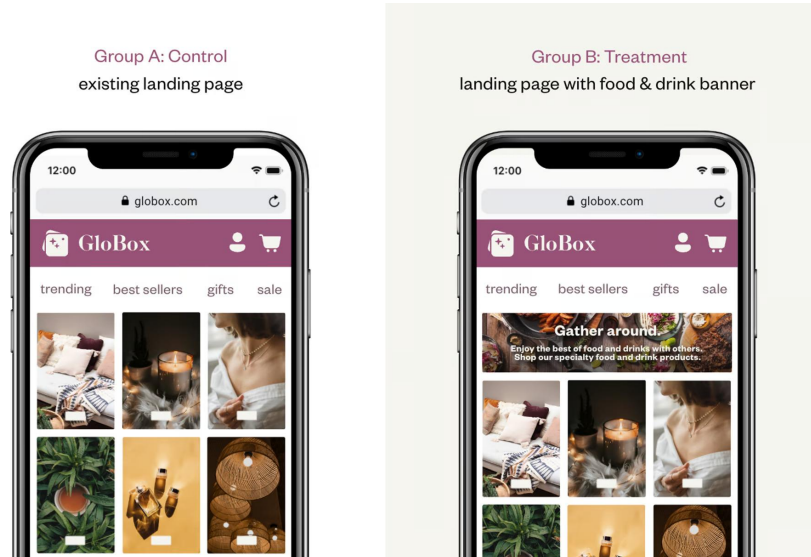


GLOBOX EXPERIMENT

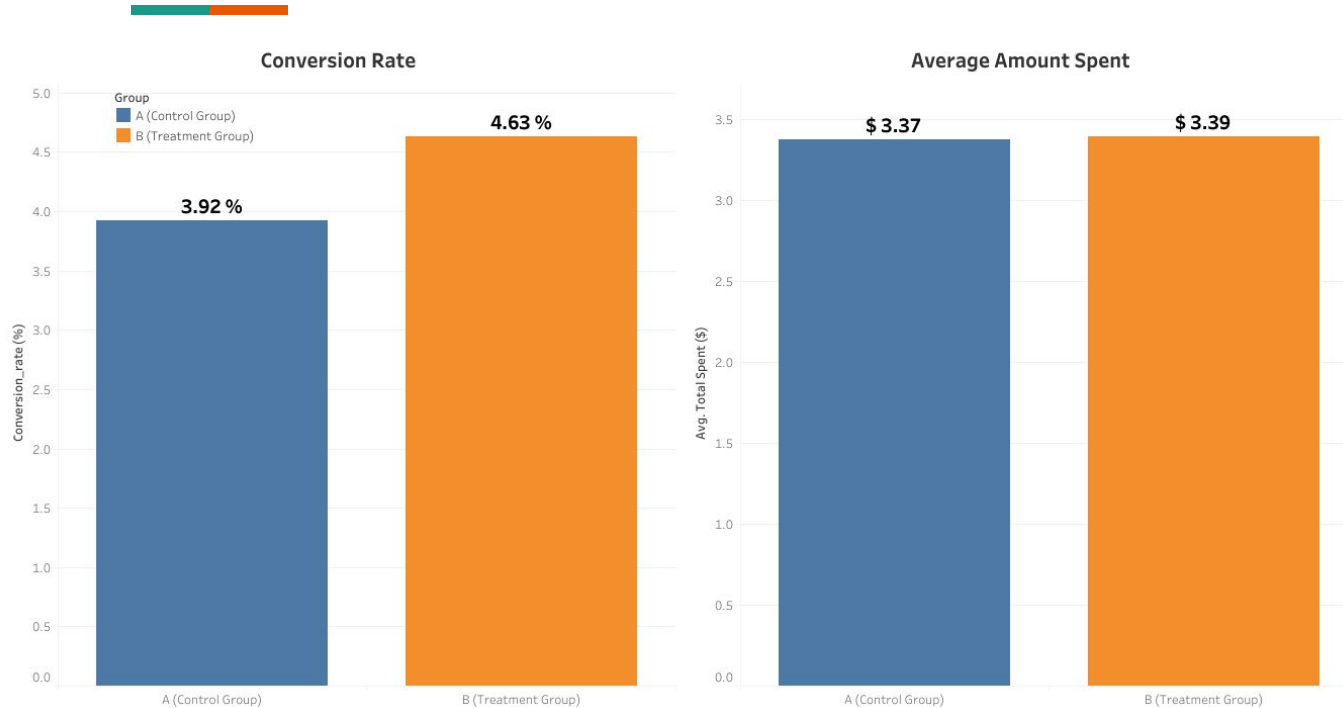
LAUNCHING NEW BANNER FOR FOOD AND DRINKS

MOTIVATION

The Growth team decides to run an A/B test that highlights key products in the food and drink category as a banner at the top of the website. The control group does not see the banner, and the test group sees it as shown below:



Conversion rate and Avg Amount Spent between two groups

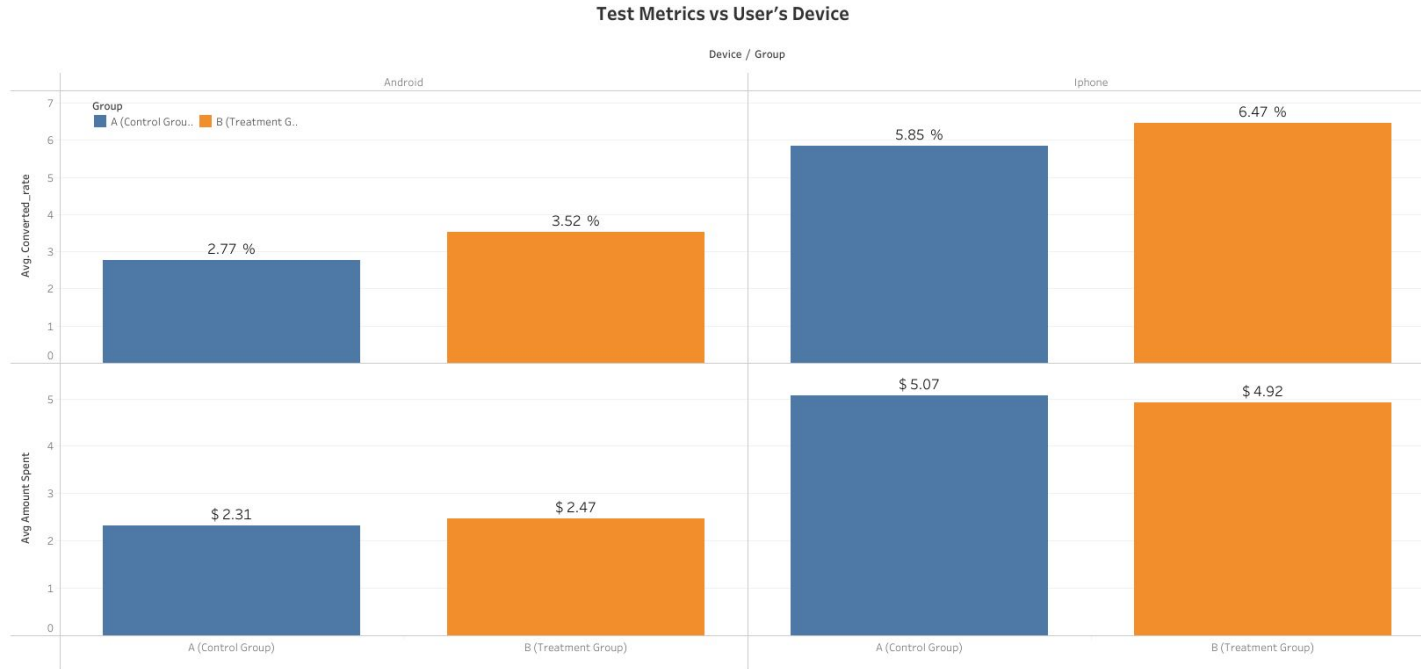


CONVERSION RATE AND AVERAGE AMOUNT SPENT BETWEEN THE TEST GROUPS

The **conversion rate** has **increased** over the treatment group (group B). However, the **average amount spent** between **remain the same**

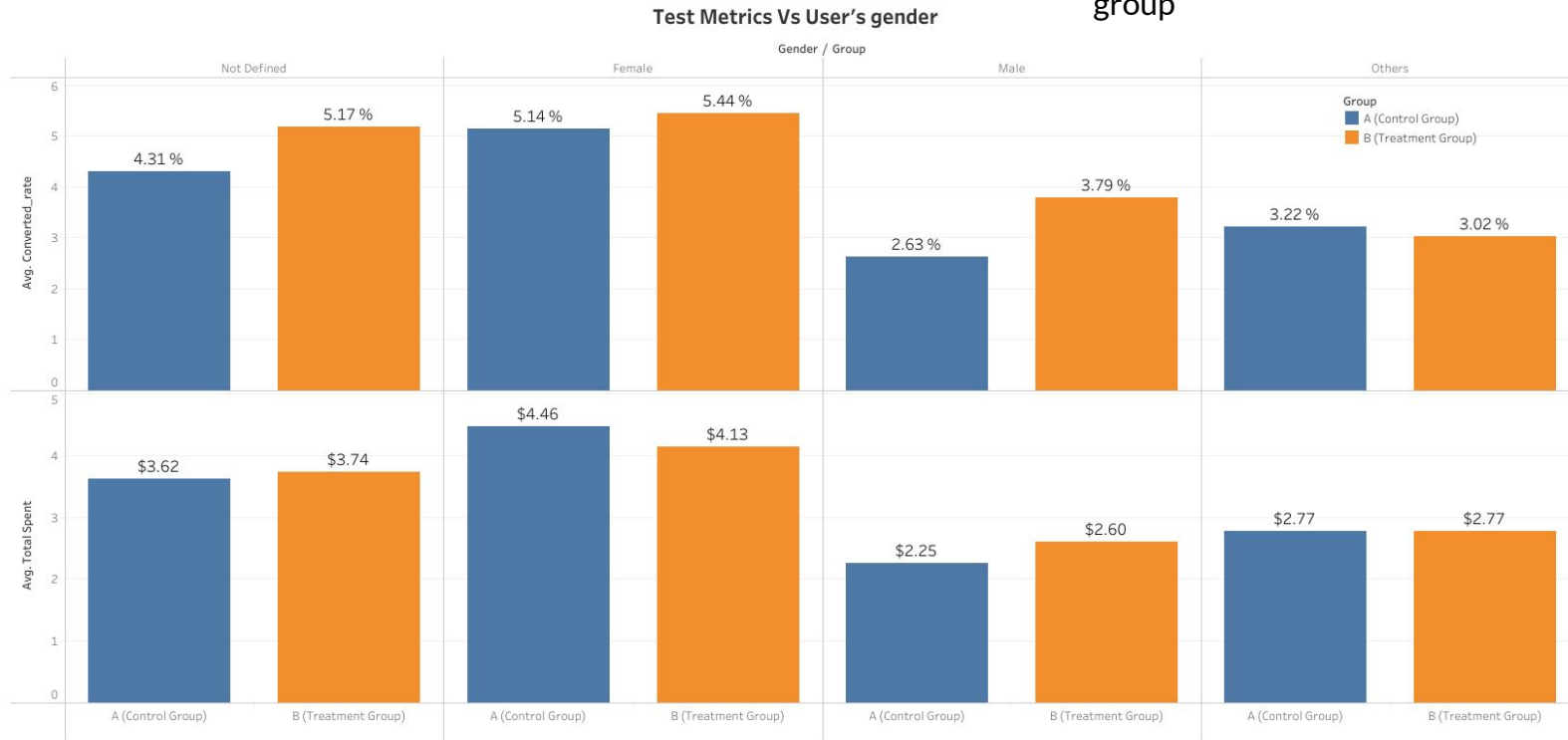
Iphone users has the highest conversion rate and avg amount spent

Both Android and Iphone users have higher conversion rate at Treatment Group (3.52% and 6.47%)



Male has the highest difference in conversion rate

Female experience the highest conversion rate at 5.44%. However, **male** have a higher increase from 2.63% at control group and 3.79% at treatment group



Test metrics vs Country

Canada has highest conversion rate for treatment group at 6.47% and USA has the highest avg amount spent at \$4.06

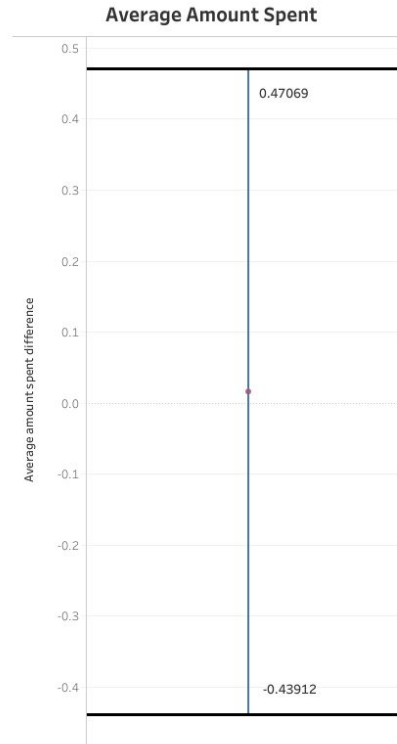
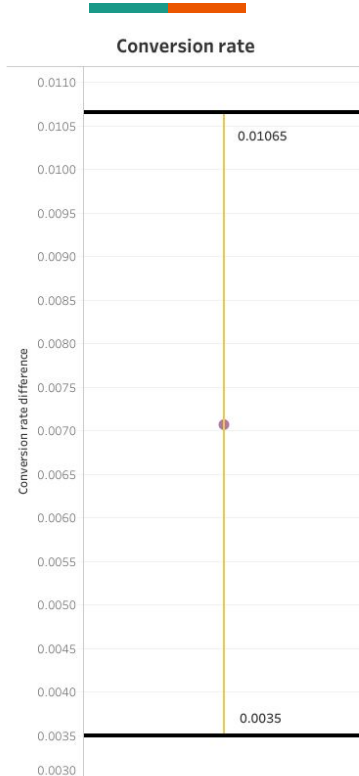
Conversion Rate

Country	A (Control Group)	B (Treatment Group)
CAN	4.694	6.476
USA	5.117	5.748
BRA	3.725	4.061
DEU	3.200	4.415
TUR	4.002	3.558
MEX	2.948	4.447
FRA	3.125	4.183
GBR	2.887	3.681
ESP	2.909	3.614
AUS	2.138	3.036

Avg Amount Spent

Country	A (Control Group)	B (Treatment Group)
USA	4.295	4.053
CAN	3.602	4.199
GBR	2.109	4.498
BRA	3.214	3.066
MEX	2.812	3.346
TUR	3.685	2.489
DEU	3.401	2.708
ESP	2.178	3.234
FRA	2.678	2.268
AUS	1.668	2.081

A/B Testing results



Performing A/B Testing leads to: 95% confident to say

- The conversion rate is statistically significant
- The average amount spent is unchanged significantly

Recommendation



After performed data visualizations and A/B testing, I recommend “NOT TO LAUNCH” the banner to all users due to following reason:

- Higher conversion rate but total revenue remains unchanged

What else should we do next?

- Increase sample size (182,164 users totally) to get result more significant
- Extend the duration of the experiment for a more extensive data collection period.