



GloBox

GloBox A/B Test Analysis

To Banner or not to Banner...?

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Analysed and Presented by

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The Agenda

Background

Context of the A/B Test

Results

Average User Spend
Conversion Rate

Recommendations

Should we launch?

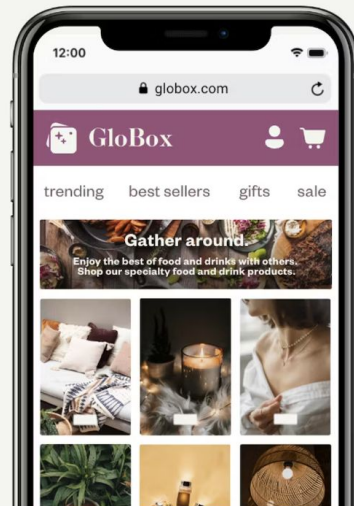
Background of Experiment

- GloBox's Growth in food and drink offerings.
- A/B test ran for 13 days to determine if adding a banner highlighting the F&B category on the Homepage would increase the Average Amount Spent per User (Revenue), and Conversion Rates (purchases made)?
- Control group (Group A) - no banner
24343 users (randomly selected)
- Treatment group (Group B) - shown banner
24600 users (randomly selected)

Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner



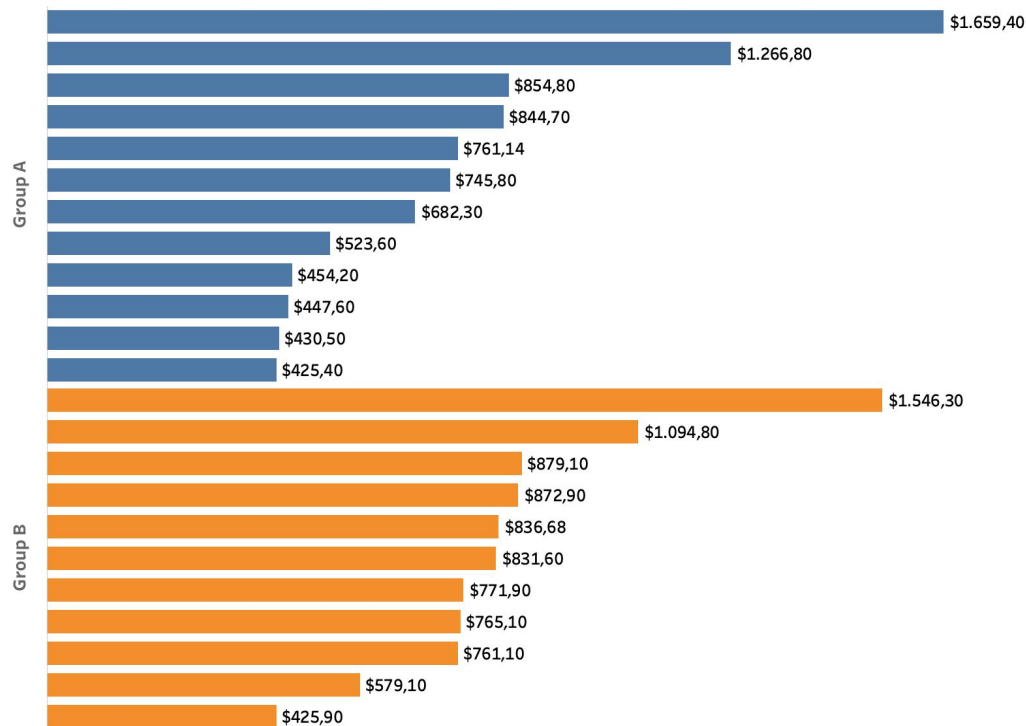
Average Spend per User

Group A **\$3,37**

Group B **\$3,39**

- The A/B Test had little effect on the Average Spend per User.
- Total Spend per User shows similar spend amounts in the Control and Treatment Group
- Small increase in the Treatment Group is a positive but not significant enough to form a decision.

Spend per User by Group



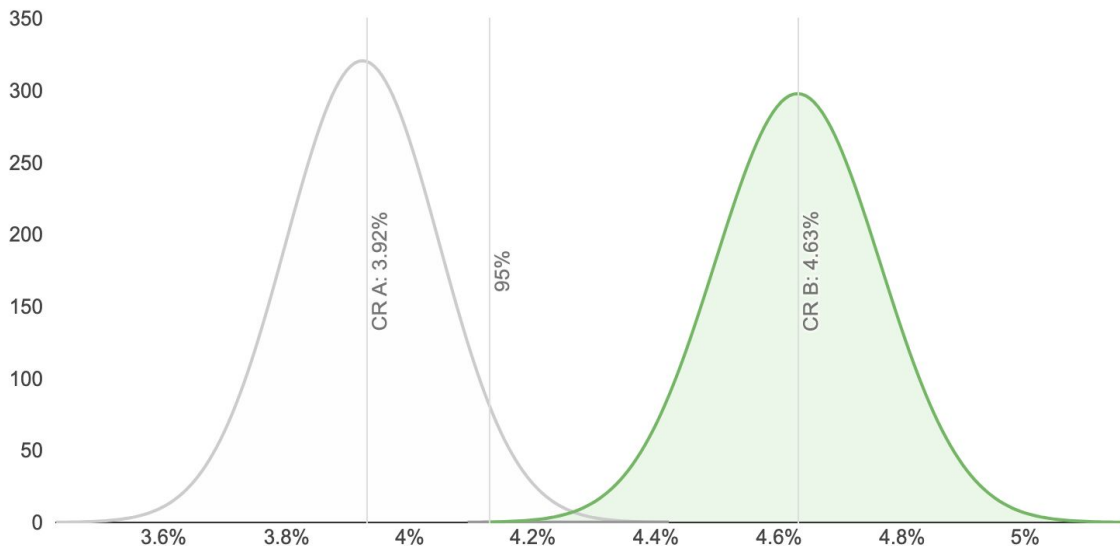
Conversion Rate

Group A 3,92%

Group B 4,63%

- Significant increase in CR (18% uplift in Group B CR).
- We required a minimum 12% improvement in CR for it to be significant, the results have surpassed this.
- With the evidence seen we are 95% confidence that the increase in CR is due to the Banner and not by random chance.

The expected distributions of variation A and B.



My Recommendation

It's my recommendation that GloBox launches the Banner to all users

Rationale:

- At least one metric, "User Conversion Rate", showed a significant improvement.
- We are confident that the increase in Conversion Rate is due to the Banner being added.
- The cost and overall effort and time to launch and maintain a banner is minimal, therefore worth the level of benefits achieved.
- Regarding User Spend, as GloBox gains more paying customers through increased Conversions, these users can be remarketed to based on their shopping behaviour in order to enhance their purchasing habits and therefore increase Revenue.
- Suggestion: Run a future A/B Test comparing two different banner designs.



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Thank You!

Questions?