DS 223 Group Project

Group 1

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A/B Testing Platform.

1) Problem Area: Sometimes sellers face the problem of creating an effective landing page due to a few reasons:
    a. Limited Recourses. Lack of marketing expertise or budget to hire professional designers and marketers.
    b. Time Constraints**:** The process of designing, deploying, and testing multiple landing page variants is time-consuming.
    c. Data Interpretation Difficulties: Difficulty in analyzing A/B testing results to make informed decisions.
2) Our proposed solution: This project aims to empower businesses with a tool that simplifies A/B testing and enhances marketing outcomes through data-driven strategies. All they will have to do is to upload the information about their product and they will get a few different landing pages as well as the means to test them.
3) Data Collection:
    User-Provided Content:
    a. Product images.
    b. Product descriptions.
    c. Branding elements (logos, color schemes).

    Performance Metrics:

    a. Click-through rates (CTR).
    b. Conversion rates.
    c. Bounce rates.
    d. Time spent on page.
4) Analytical Techniques : Utilize templates to create multiple landing page variants from the uploaded content. A/B Testing Implementation. Statistical Analysis between all landing page variants.
5) Implementation Plan:
    a. Frontend Interface.
    b. Backend System.
    c. Database implementation and storage.
    d. Landing Pages deployment.

     e. Analytics of the acquired data.

6) Expected outcome for our customers:
   a. Increased Conversion rates.
   b. Time and Cost savings.
   c. More insights into their products and services.

7) Evaluation Metrics:
   a. Conversion Rate Increase: Percentage uplift compared to previous landing pages.
   b. Engagement Metrics: Improvements in CTR.
   c. Number of Users of our platform.

In summary, the team hopes that we will be able to create a real, useful product. Something that could help small/medium businesses to grow their sales.