

# A/B TEST TO CHECK THE NEW FOOD & DRINKS BANNER



GloBox

**Recommendation: Launch the new banner**

Group A: Control  
existing landing page



Group B: Treatment  
landing page with food & drink banner



# THE EXPERIMENT:

-We separated 48,943 visitors into 2 groups:

**Control Group**- users who see the current landing page.

**Treatment Group**- users who see the new landing page including the new banner.

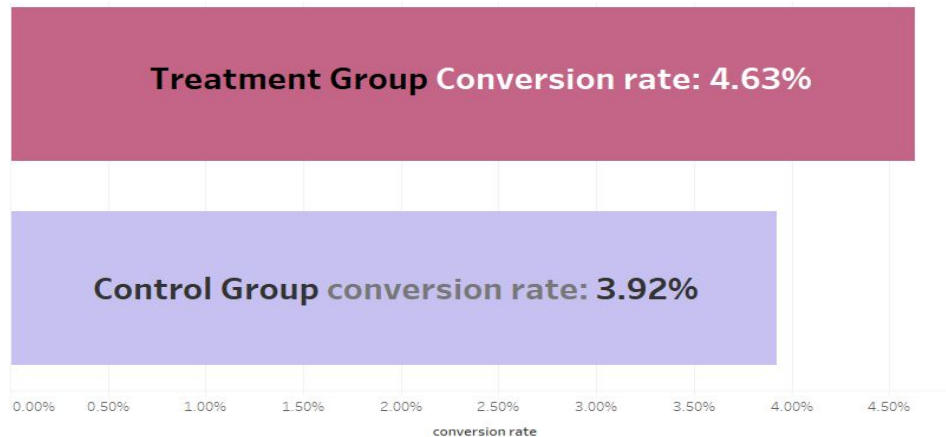
-We counted purchases as “converted” visitors, and compared the groups to see whether the visitors with the new banner making more revenue to our company.

-The test conducted at January 25, 2023, until February 6, 2023.

# RESULTS OF THE TEST:

## KEY RESULTS:

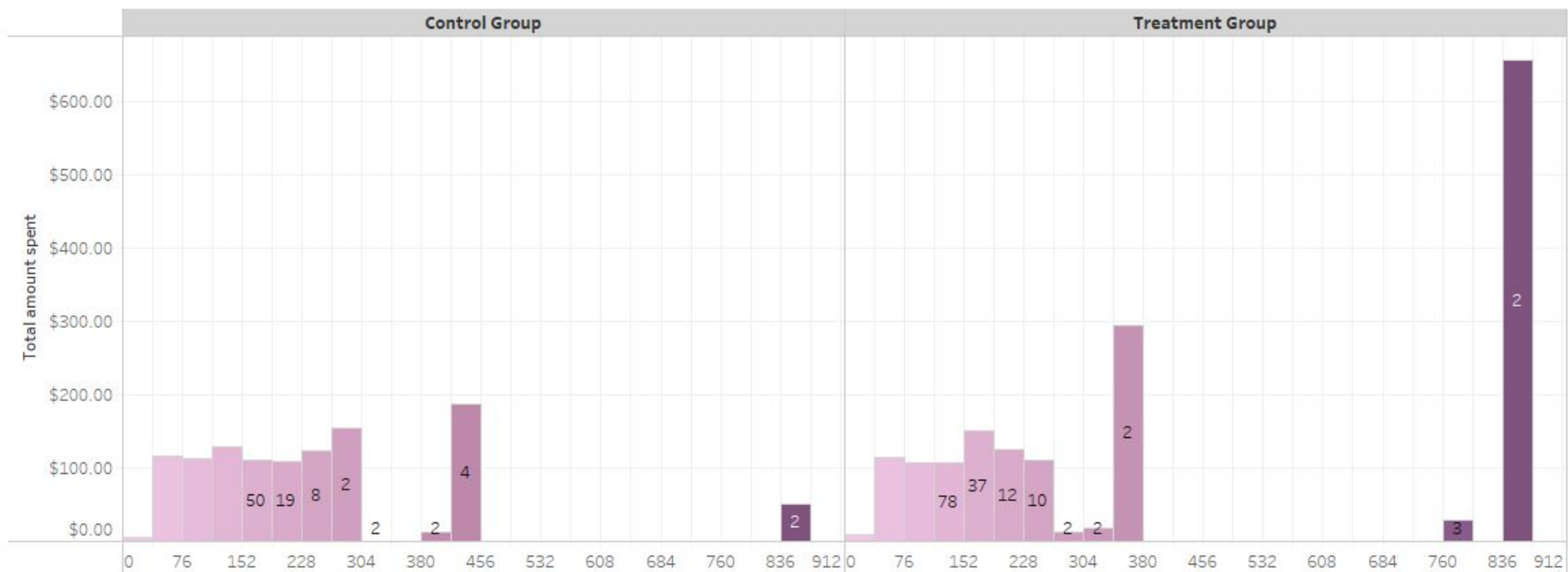
- The top chart shows a 0.71% growth in conversion rate for users viewing the new banner.
- The bottom chart suggests no significant difference in average customer spending.
- This may indicate that the new banner encourages further exploration of the app.



# KEY RESULTS:

The chart below shows the users who see the new banner tend to make larger purchases. However, notice that as the amount spent increases, the number of users who spend this amount is decreasing.

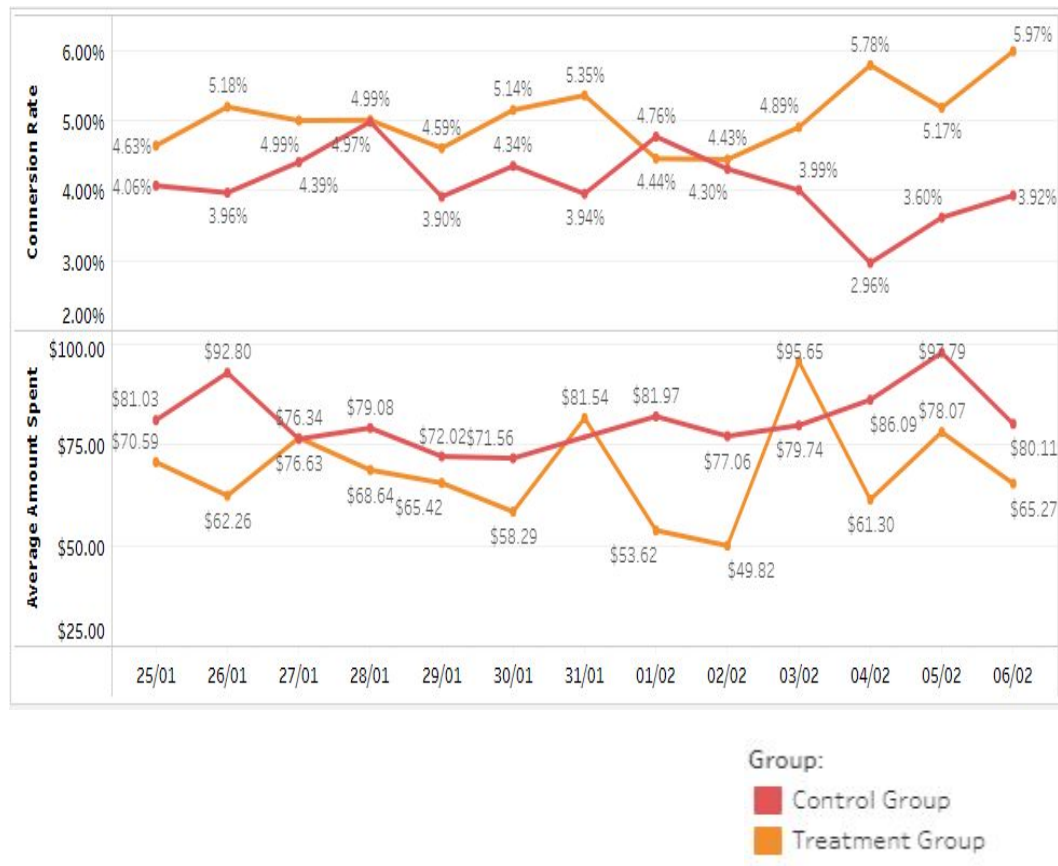
distribution of money spent per user per group



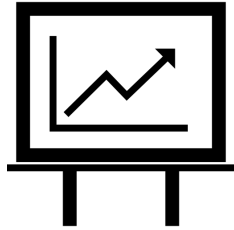
# CHANGES OVER TIME:

The graphs display the changes in conversion rate and amount spent per group over time.

- Unstable increase were observed in conversion rate over time, with the highest record on the last day of the test.
- Big daily fluctuations on average amount spent, emphasizing the need for continuous monitoring.



# CONCLUSIONS:



## Impact on revenue:

While there's no significant change in average spending, the 0.71% increase in conversion rate yields a substantial 15% rise in total revenue.

This highlights the importance of even minor improvements in conversion rate.



## Need for Continued Monitoring:

Given the short test duration and limited sample size, ongoing analysis and monitoring are crucial to accurately evaluate the banner's effectiveness over time.

# RECOMMENDATION:

My recommendation is:

**TO LAUNCH the new banner for all users.**

While there weren't significant changes in the amount spent per user, the increase in conversion rate has a substantial impact on revenue. We should continue monitoring the data for at least 30 days to assess the banner's effectiveness.

