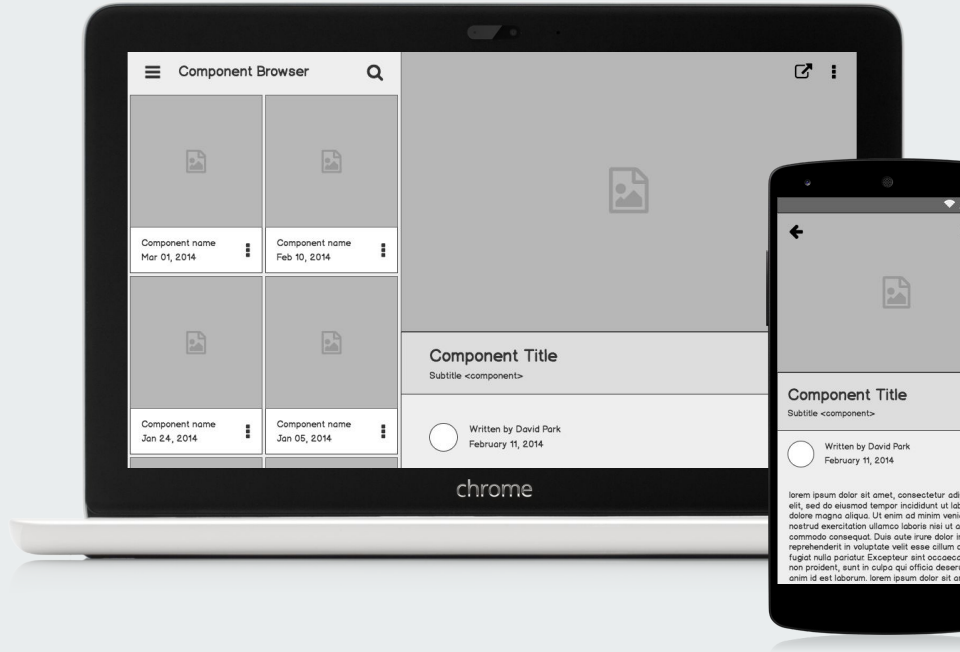


GloBox

E-commerce

A/B Test Analysis and Recommendation

Somnath Sudarshan PODDAR
Masterschool-October 2022

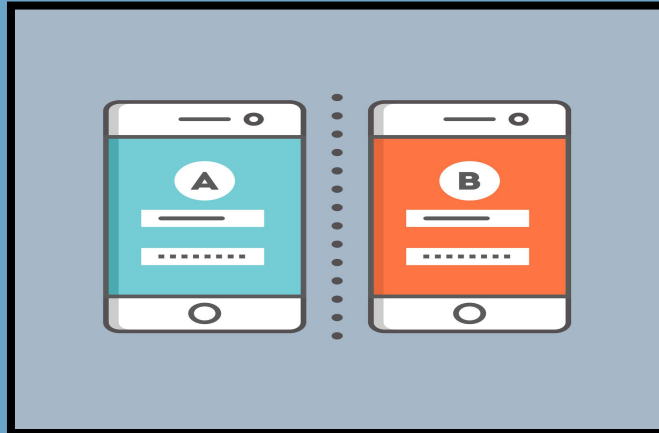


Outline

The Problem

The Analysis

Solution Proposal



The Problem

To bring awareness of the Foods & Drinks product category to increase revenue.



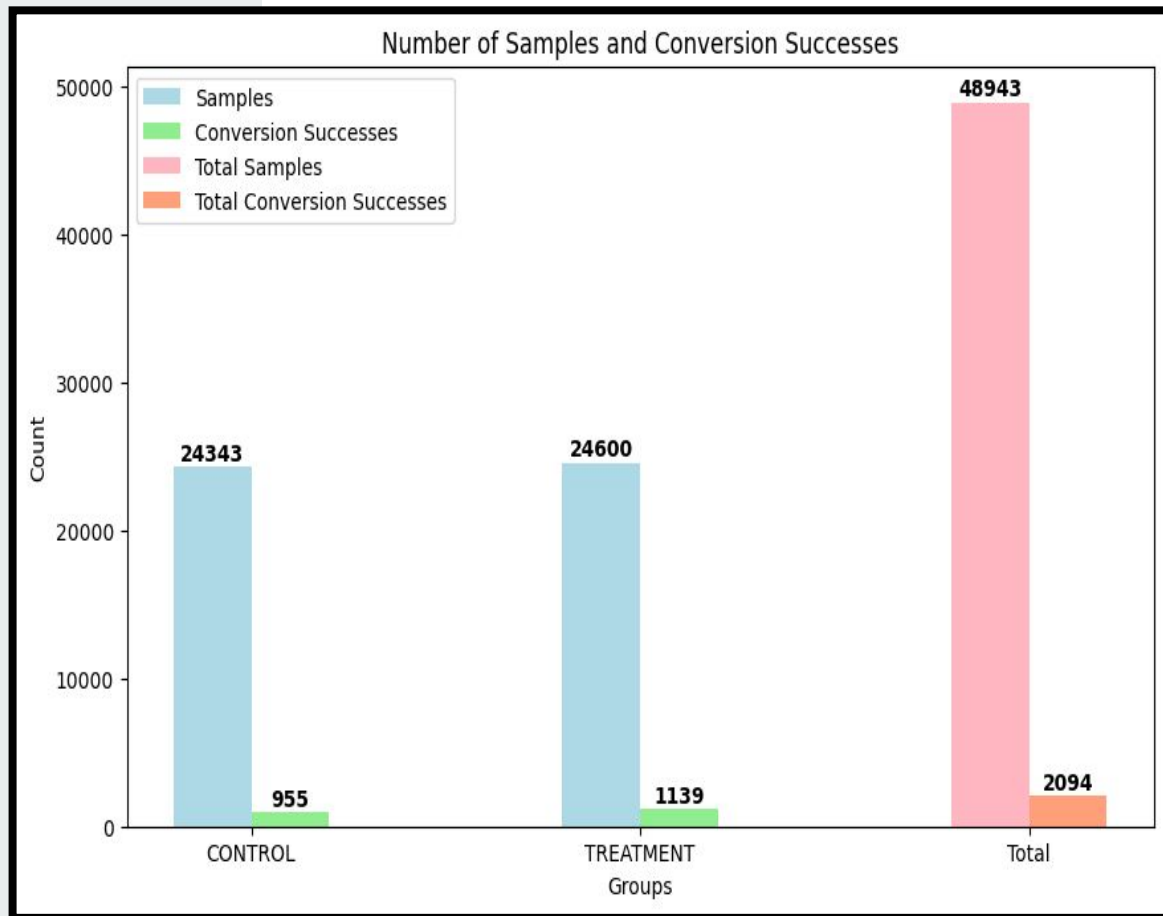
Problem statement

GloBox is primarily known amongst its customer base for boutique fashion items and high-end decor products. However, their food and drink offerings have grown tremendously in the last few months, and the company wants to bring awareness to this product category to increase revenue.

Supporting information

O1

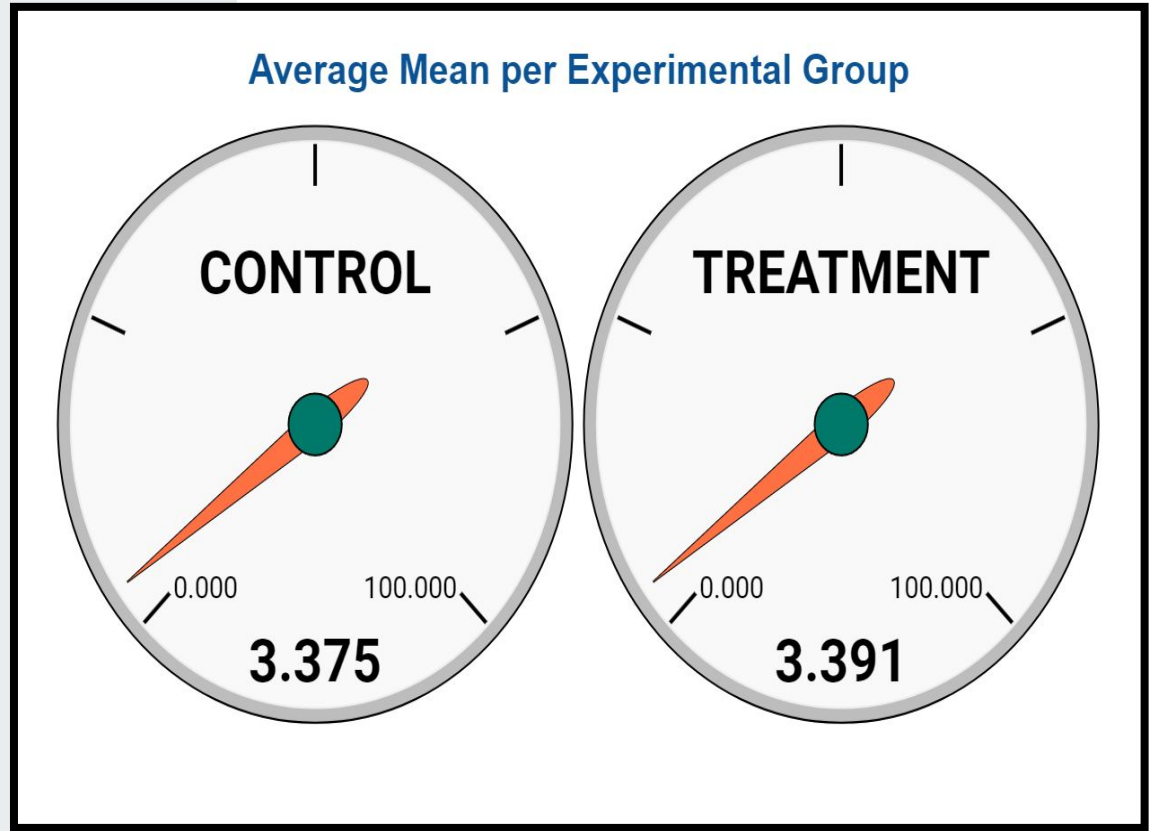
Treatment conversion successes is higher than control



Supporting information

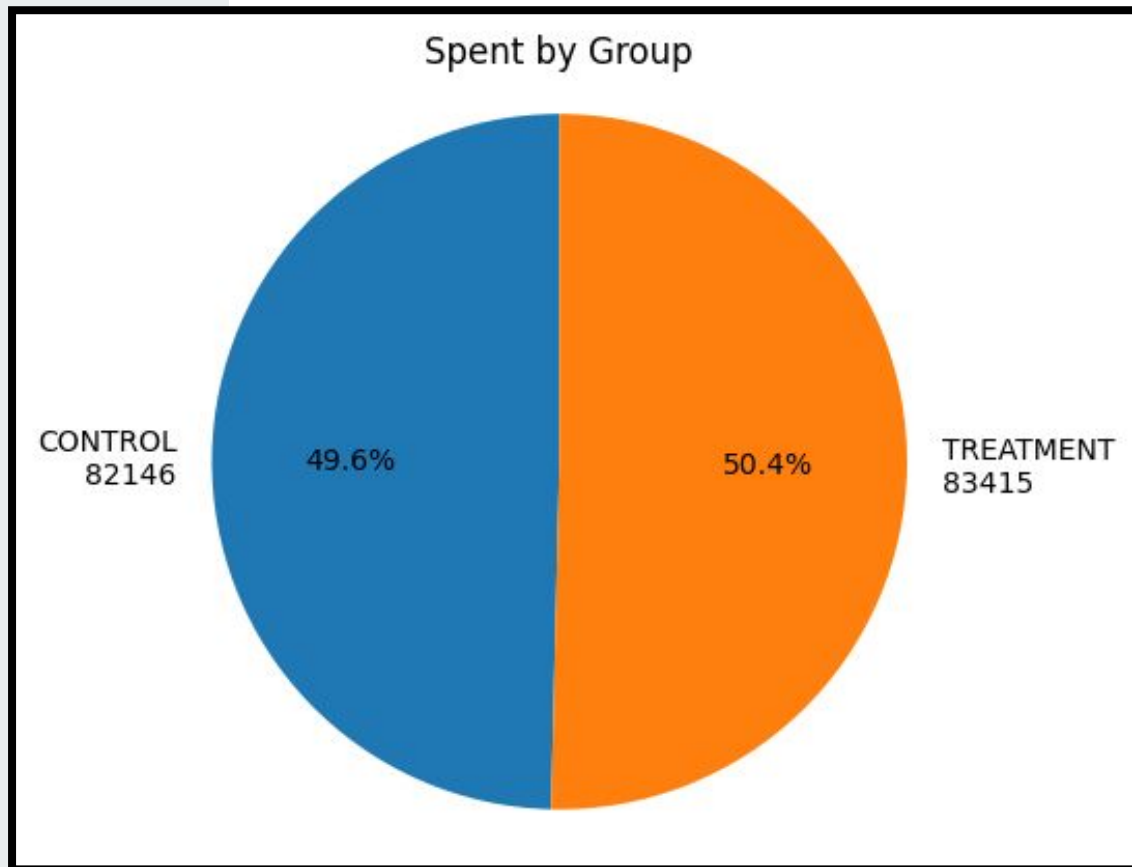
02

Average amount spent on both the groups are approximately equal



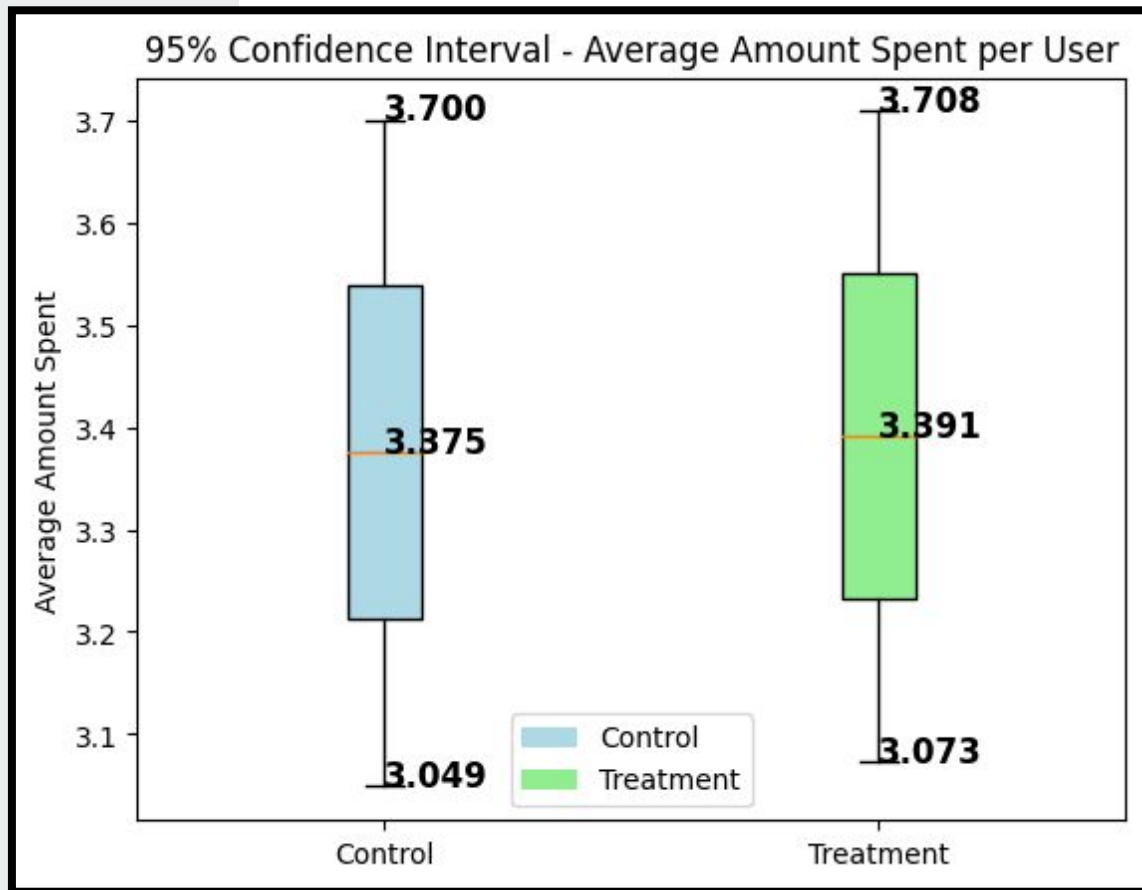
Supporting information

03



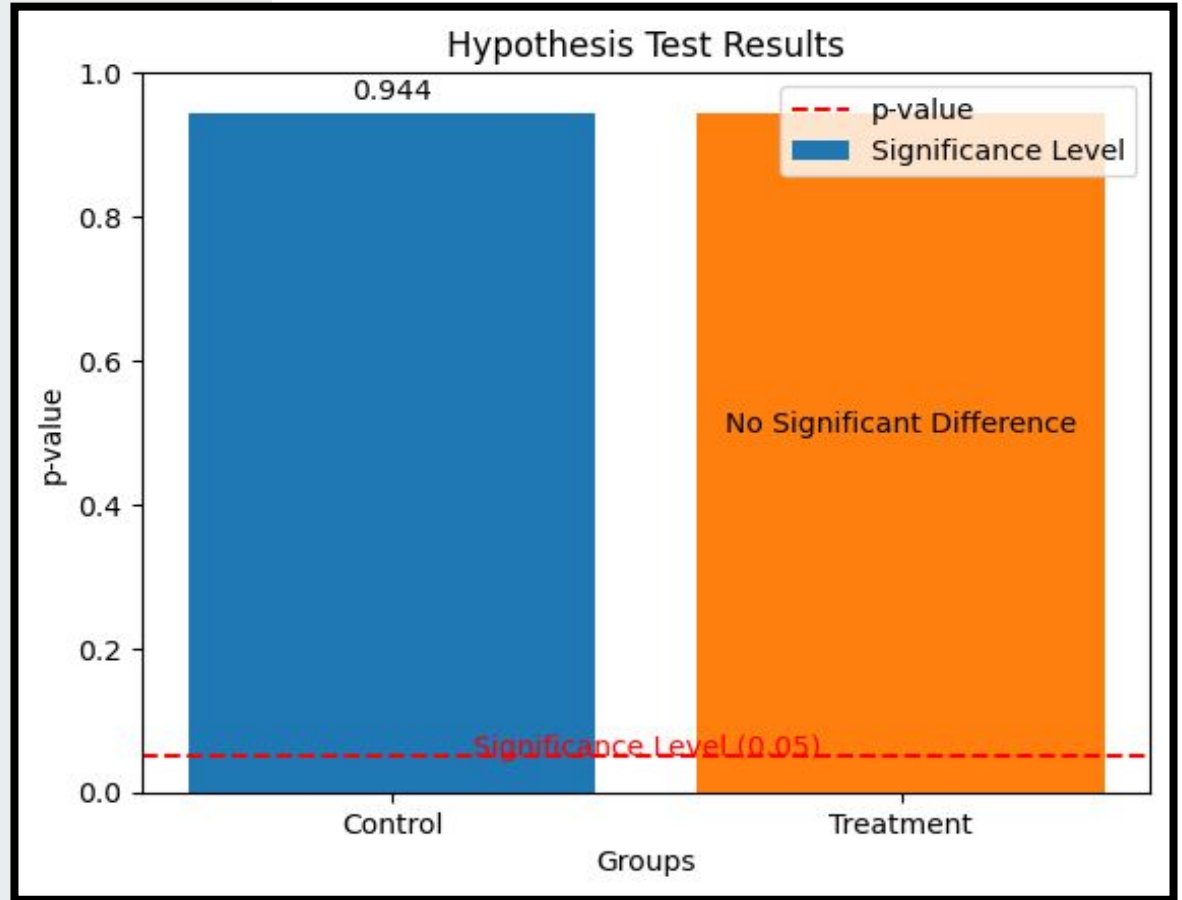
Supporting information

04

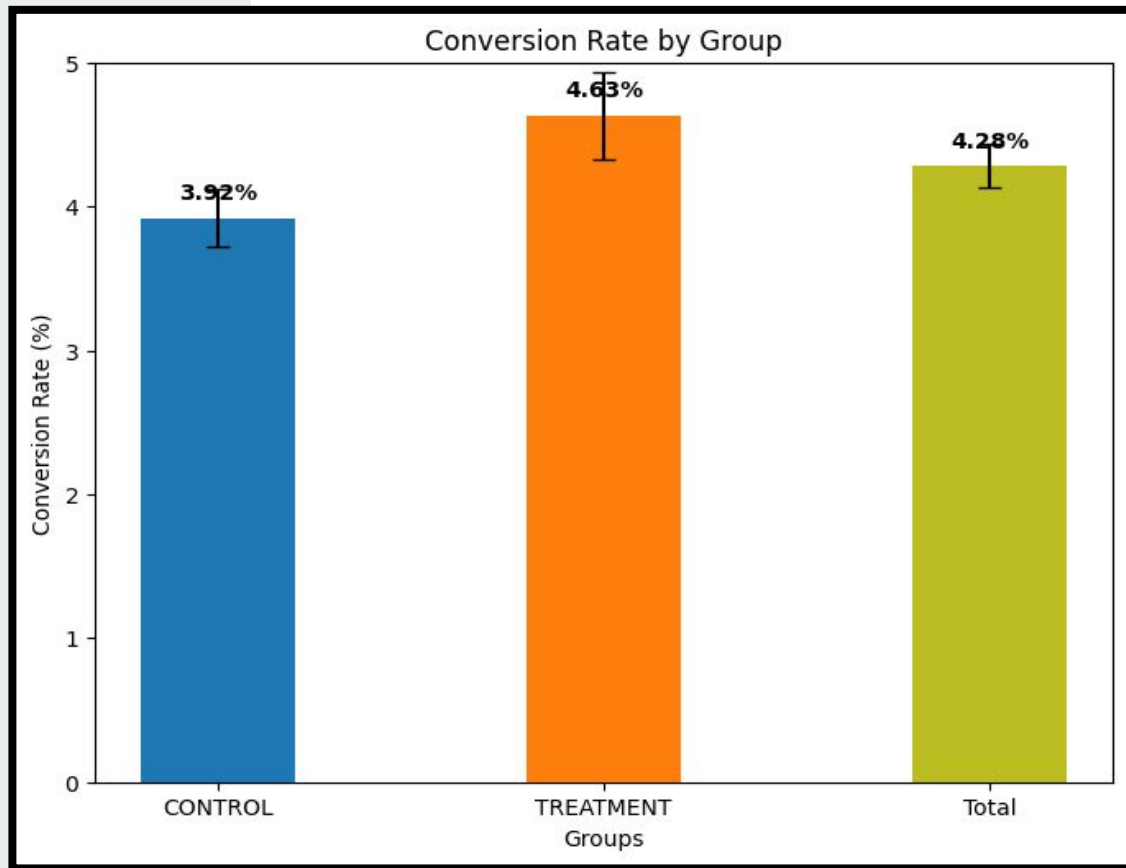


Supporting information

05



Supporting information 06



Assumptions

We are assuming that there is a possibility of increasing the sample size as to relaunch the test for further investigation if necessary.



Solution Proposal

We propose to launch the new homepage as it is statistically significant as we have got higher conversion rate in treatment group which shows opportunity of earning more revenue with the new product category of foods and drinks



References

- ❖ [DA201 Mastery Projects- A/B Testing Analysis for an e-commerce company called GloBox.csv](#)
- ❖ [DA201 Mastery Projects- A/B Testing - detailed statistical report for an e-commerce company called GloBox](#)
- ❖ [GloBox - Video Presentation of A/B Test Analysis and Recommendation](#)