


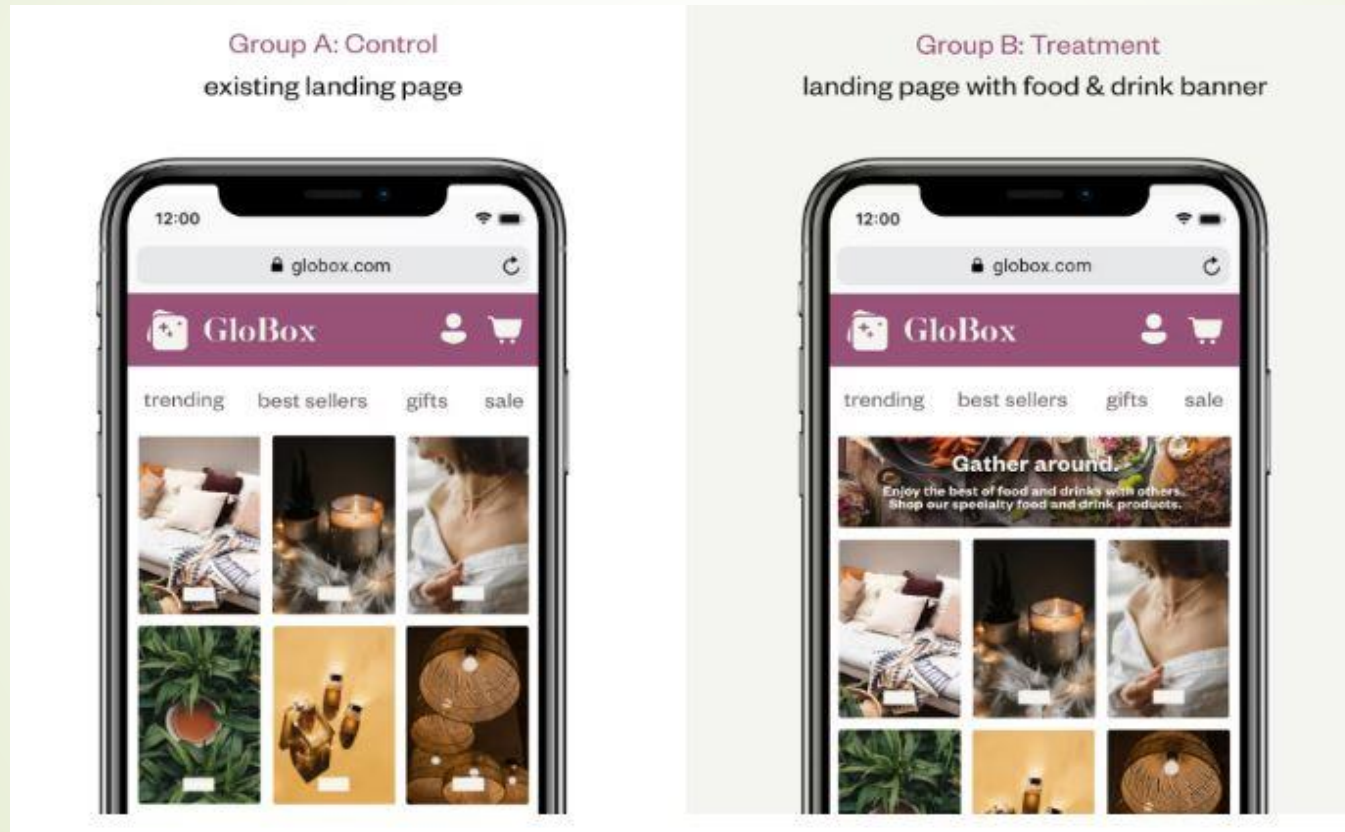


A/B Test Analysis On New Homepage



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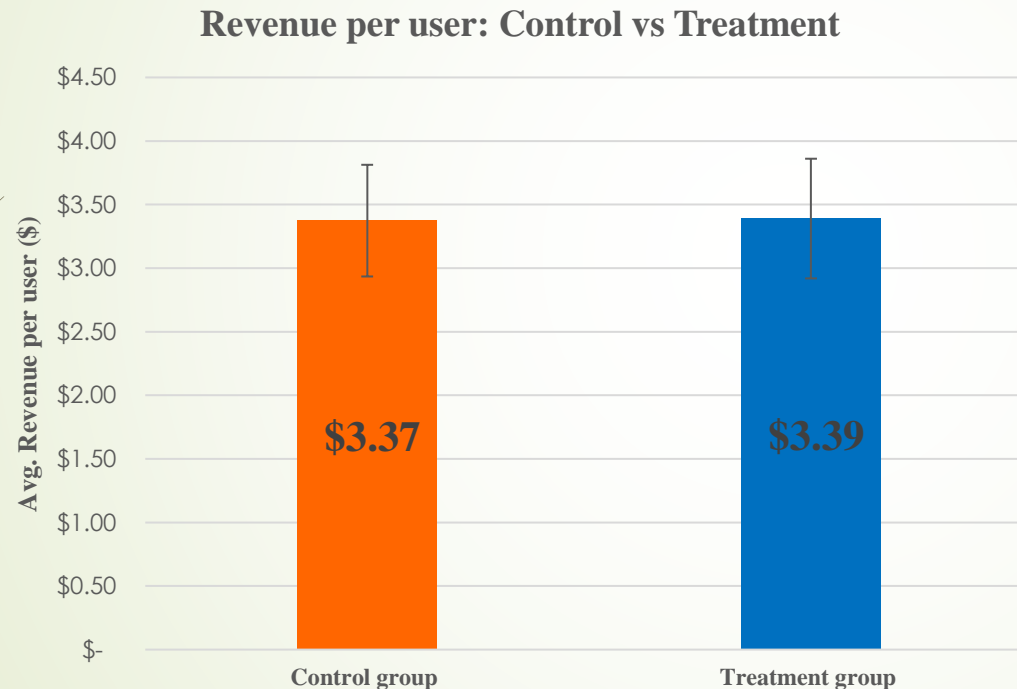
New Landing Page Layout



Goal: Increase Revenue

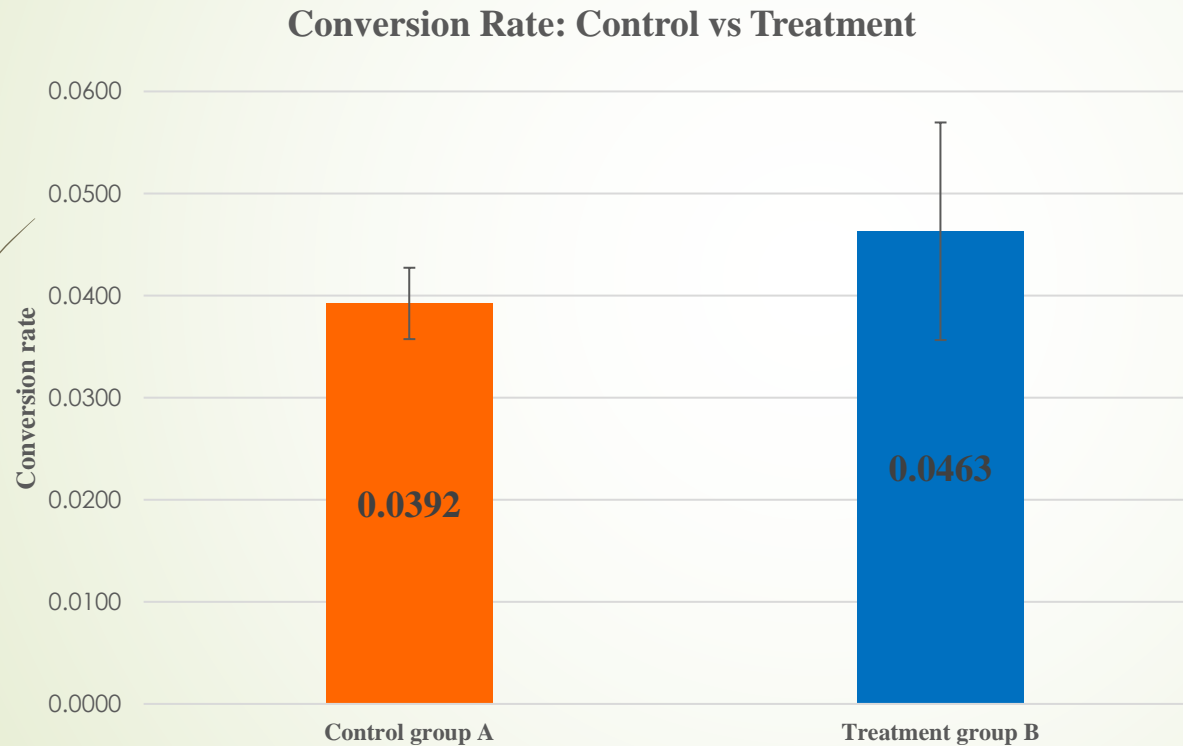
- A/B analysis tested on **48943** users
- Users are randomly assigned to control or treatment groups



The first metric used is average revenue generated per user.
The new layout has no statistical evidence of increase in revenue.



- Treatment group has the difference of **0.02** in its revenue
- The probability of error is **0.944** which is higher than **0.5**


The second metric is user conversion rate where user made purchase after the join date during the experiment.



- The graph shows **strong** statistical evidence that there is difference in the conversion rate in the groups.
- Treatment group: 4.63% 
- Control group: 3.92% 




Recommendations:

- Based on the results, we should **LAUNCH** the new homepage banner because there is strong statistical difference in the conversion rate of groups.
 - The new banner will raise awareness about the new product category which will result in increased revenue in upcoming future
 - The new users won't know about the product instantly by looking at the old homepage.
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Recommendations:

- Awareness about the new product category to the users is a must for marketing as well as revenue.
 - There is a no statistical difference in revenue generated per users which is something we should take that into account.
 - On the contrary, if there was a product launch in existing categories such as home décor products, then we should not launch.
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Thank you everyone.