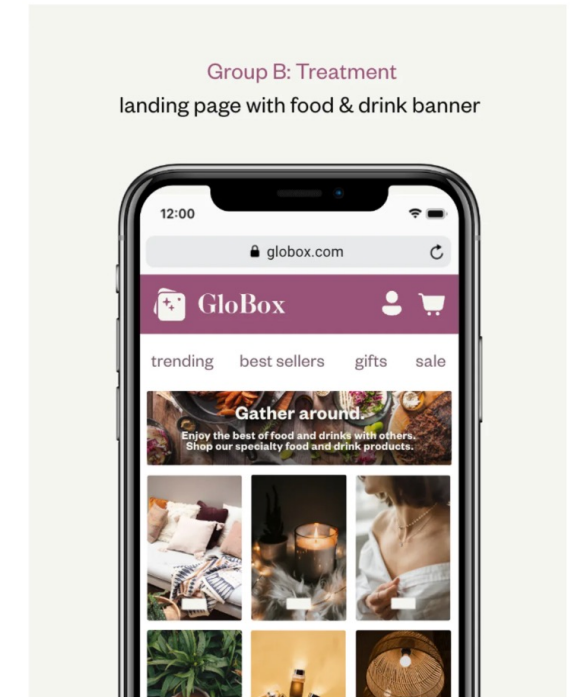# GloBox

Project

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Experiment

- We tested a new homepage design that we hoped would increase revenue.

- The treatment group sees the banner while the control group does not.

- The experiment ran from 12'June – 8'July 2023

- There were 24600 users in the treatment, 24343 in the control, and 48943 total

- Platform: Mobile website (Android/IOS)

- Countries: AUS, BRA, CAN, DEU, ESP, FRA, GBR, MEX, TUR, USA

- Traffic split: 50/50

Group A: Control
existing landing page

Group B: Treatment
landing page with food & drink banner

Result

- The conversion rate significantly increased, going from 3.92% in the control group to 4.63% in the treatment group.

- But the average amount spent per user, which was $3.37 in the control group and $3.39 in the treatment group, did not significantly alter.

- We did not see a statistically significant difference between the two groups at the 5% significance level (p=0.94).

- The 95% confidence interval for the difference in revenue per user between the two groups is (-0.44, 0.47). The interval is centered almost around 0.

- Therefore, it does not make sense to launch the treatment because we didn't observe an increase in revenue per user.

- We didn't see enough improvement in our metrics of success, so it's not a good idea to release the banner to all users. The perceived cost of launching the feature is not worth it based on the results of the A/B test.

- If we are very interested in this feature, then we keep running the test for a longer duration to reach the desired sample size of 186k as per Power Analysis.