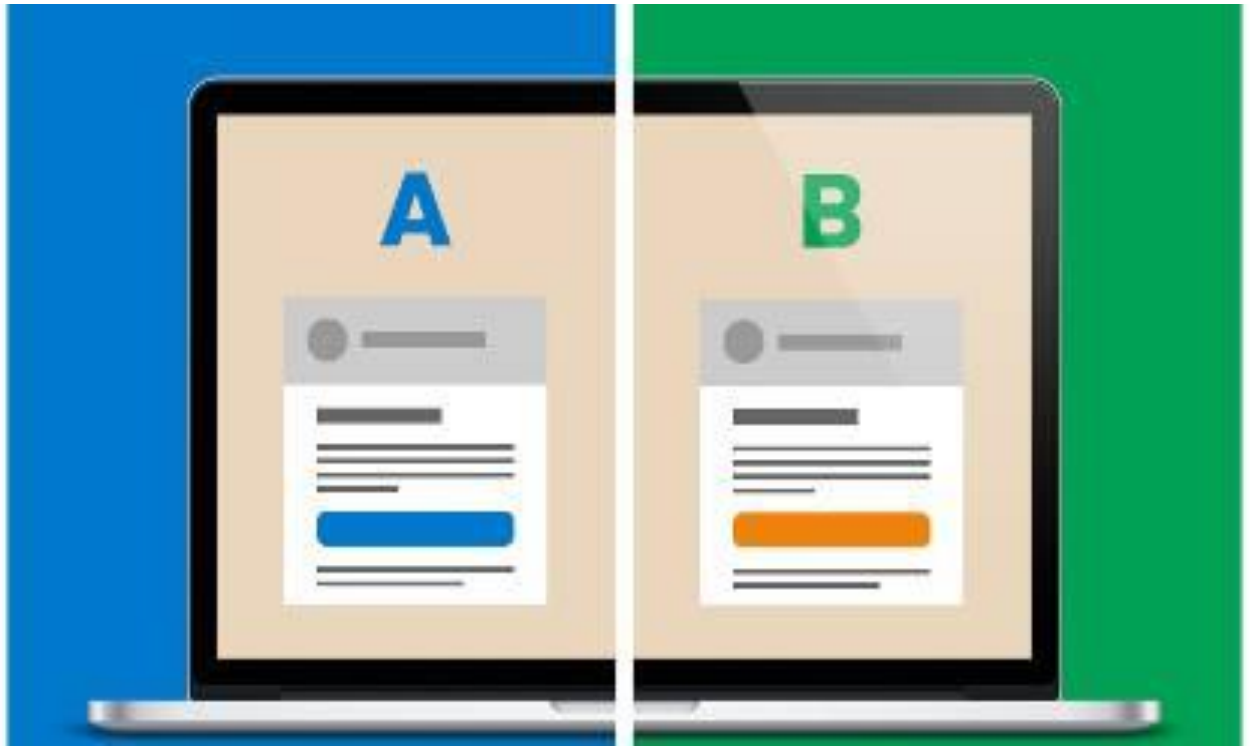
Analysis of A/B test results

Control Group - monthly subscription for $5.99 with a 3-day trial period.

Treatment Group – a weekly subscription for $2.99 with a 3-day trial period.

Location: Australia, Canada, USA, UK.



Trial subscriptions

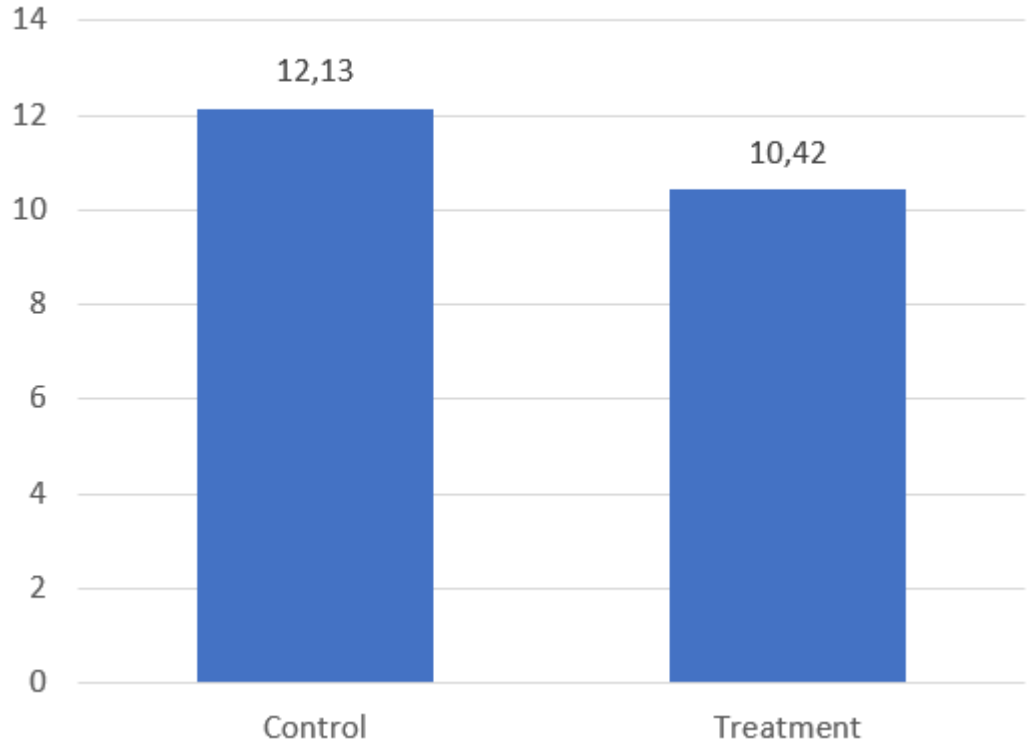
Number of trial subscriptions:

Control Group – 925

(12.13% of the group)

Treatment Group – 798

(10.42% of the group)



Full subscriptions

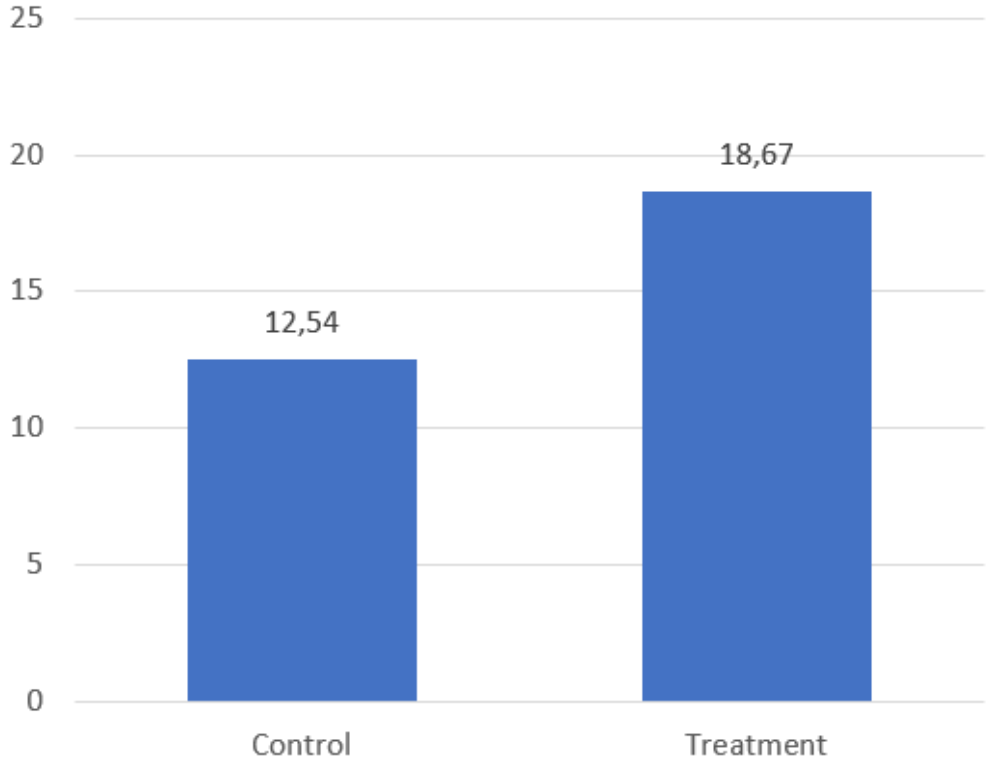
Number of full subscriptions:

Control Group – 116

(12.54% of trial subscriptions)

Treatment Group – 149

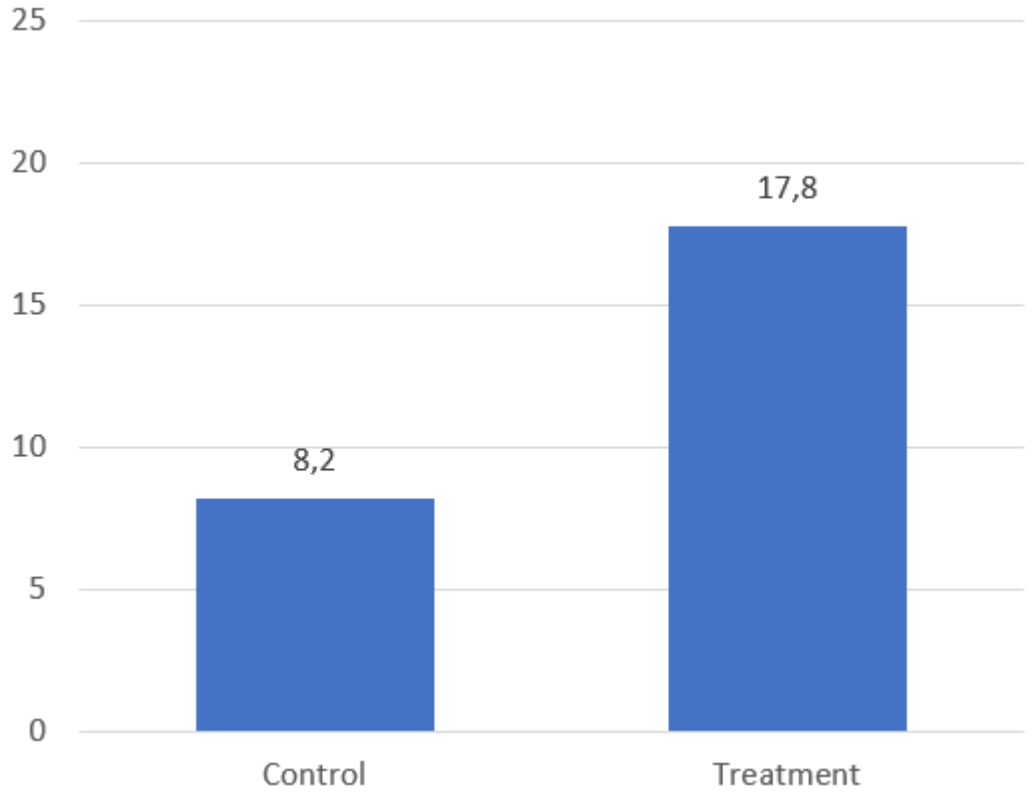
(18.67% of trial subscriptions)



Outlier - Canada

Despite the fact that the number of *trial subscriptions* in the different groups is approximately the same (**Control Group** - 219, **Treatment Group** - 208), the number of *full subscriptions* is very different:

Control Group - 18 (8.2% of *trial subscriptions*);
Treatment Group - 37 (17.8% of *trial subscriptions*)



Conclusions and suggestions

Old *full subscription* (monthly for $5.99). Next - "old".
New *full subscription* (weekly for $2.99). Next - "new".

Conclusions:
The results of the AB test showed that the percentage of new subscriptions is significantly higher than the old ones, by 1.5 times. Considering that the percentage of old trial subscriptions is even higher than the new ones, we can conclude that **the new subscription works much better**. This can be clearly seen in the comparison of subscriptions in Canada, where new subscriptions were more than 2 times more frequent after the trial.

Recommendations:

- Consider options for optimizing subscriptions. Perhaps experimenting with the length of the trial period will help to better identify which subscription is more popular with users and confirm that the test results were not accidental.
- Since significant differences between subscriptions in Canada were found, consider introducing a new subscription in this region.