

Project Report: Marketing Campaign A/B Testing

Objective: To determine if a "Conversion" focused campaign significantly outperforms a baseline "Awareness" campaign using statistical validation.

1. Data Overview:

Analyzed a dataset of 4,000+ customer records.

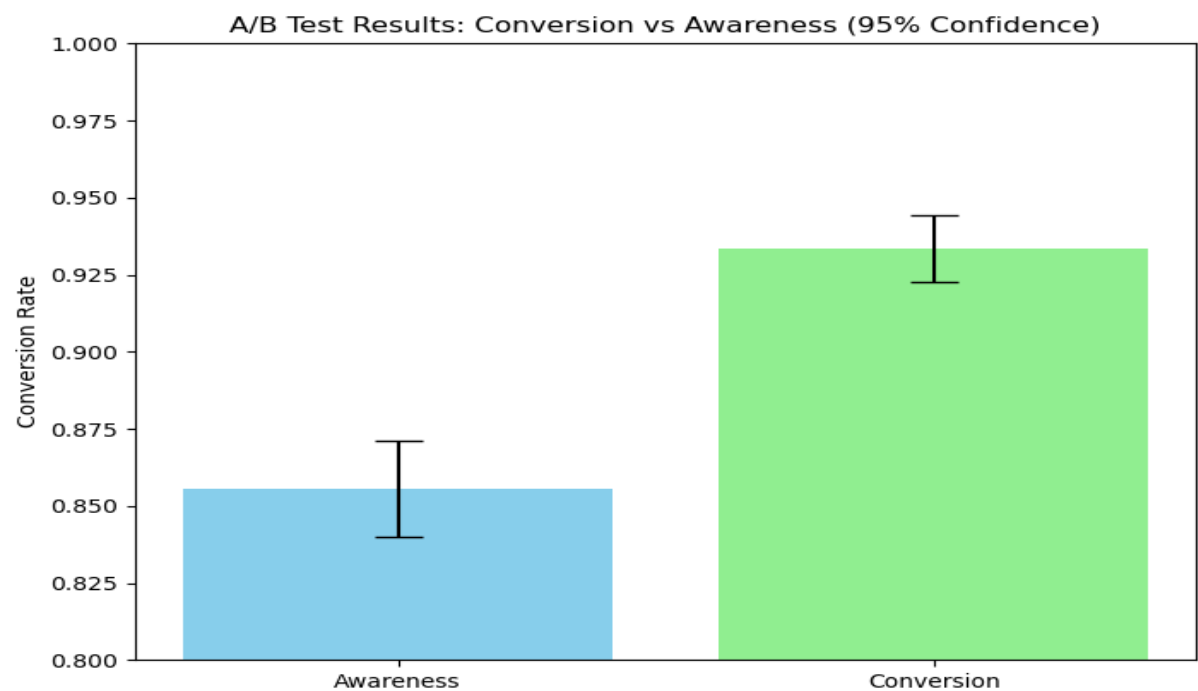
Evaluated two segments: Awareness (Control) and Conversion (Test).

2. Key Findings:

Control Group Conversion: 85.5%.

Test Group Conversion: 93.3%.

Relative Lift: 9.1%.



3. Statistical Significance:

Z-test P-value: 0.000.

Result: The result is Statistically Significant ($P < 0.05$), meaning we reject the null hypothesis that the difference was due to random chance.

4. Business Recommendation:

I recommend reallocating marketing spend to the "Conversion" campaign strategy, as the data provides 95% confidence in its superior performance.