

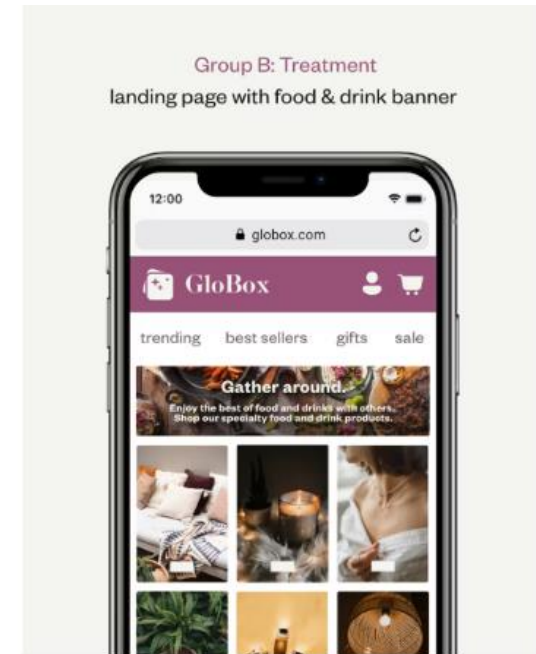
GloBox Company

A/B test analysis for the new landing page

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Experiment: change the landing page

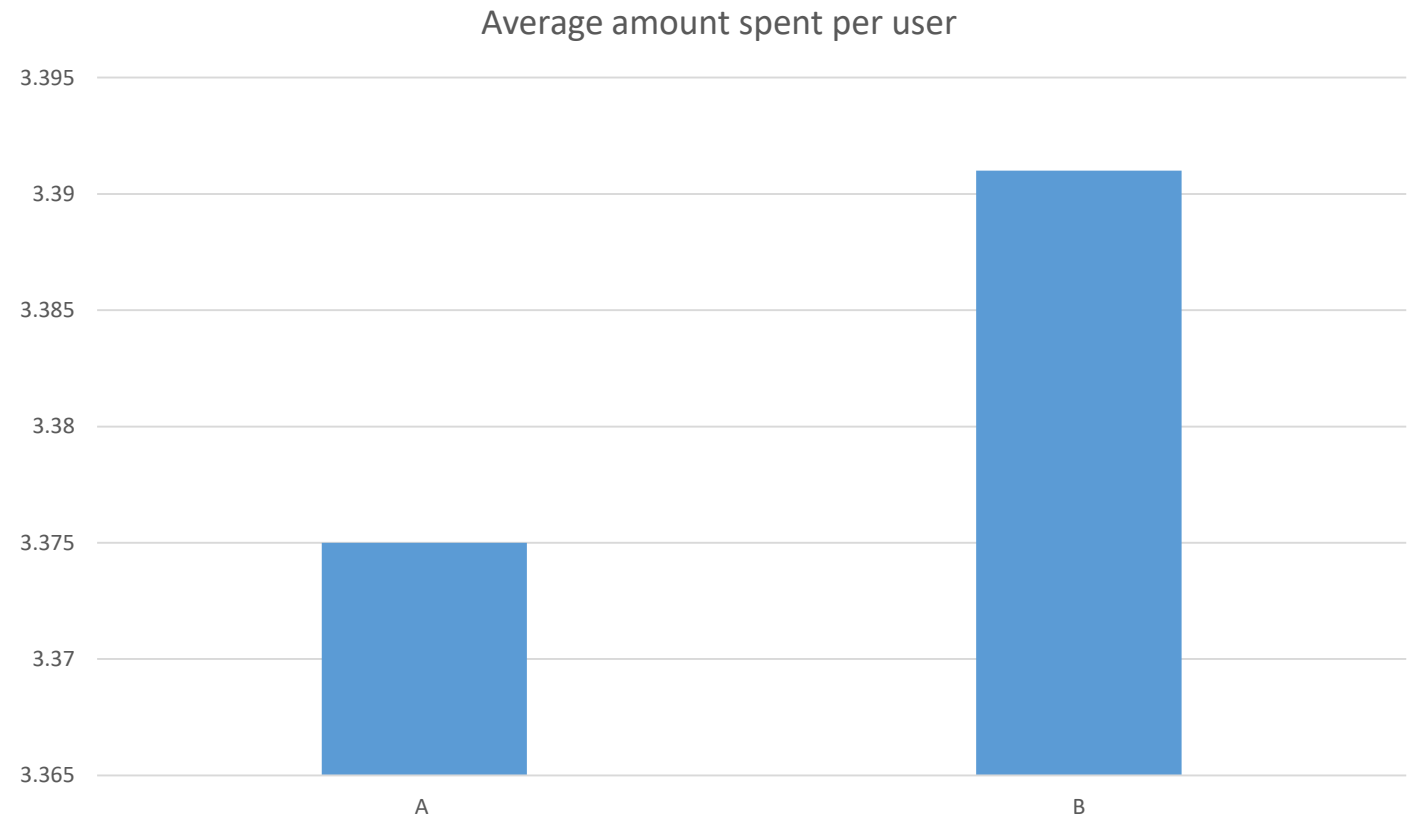
Goal: increase revenue



Average amount spent per user

- The range for average amount spent per user the Control group: [3.049, 3.700]
- The range for the average amount spent per user in the Treatment group: [3.073, 3.708]

there is NO sufficient evidence to launch/no launch.



Conversion rate

We saw strong statistical evidence that there is a difference between the two conversion rates.

Query Results		
2 ROWS		
experin	sample_size	avg_conversion
TEXT	INT8	NUMERIC
A	24343	0.03923099042845992688
B	24600	0.04630081300813008130

Recommendation

- Based on conversion rate I suggest to launch this experiment for all users , because when the conversion rate increase the revenue will increase.