



GLOBOX A/B Experiment

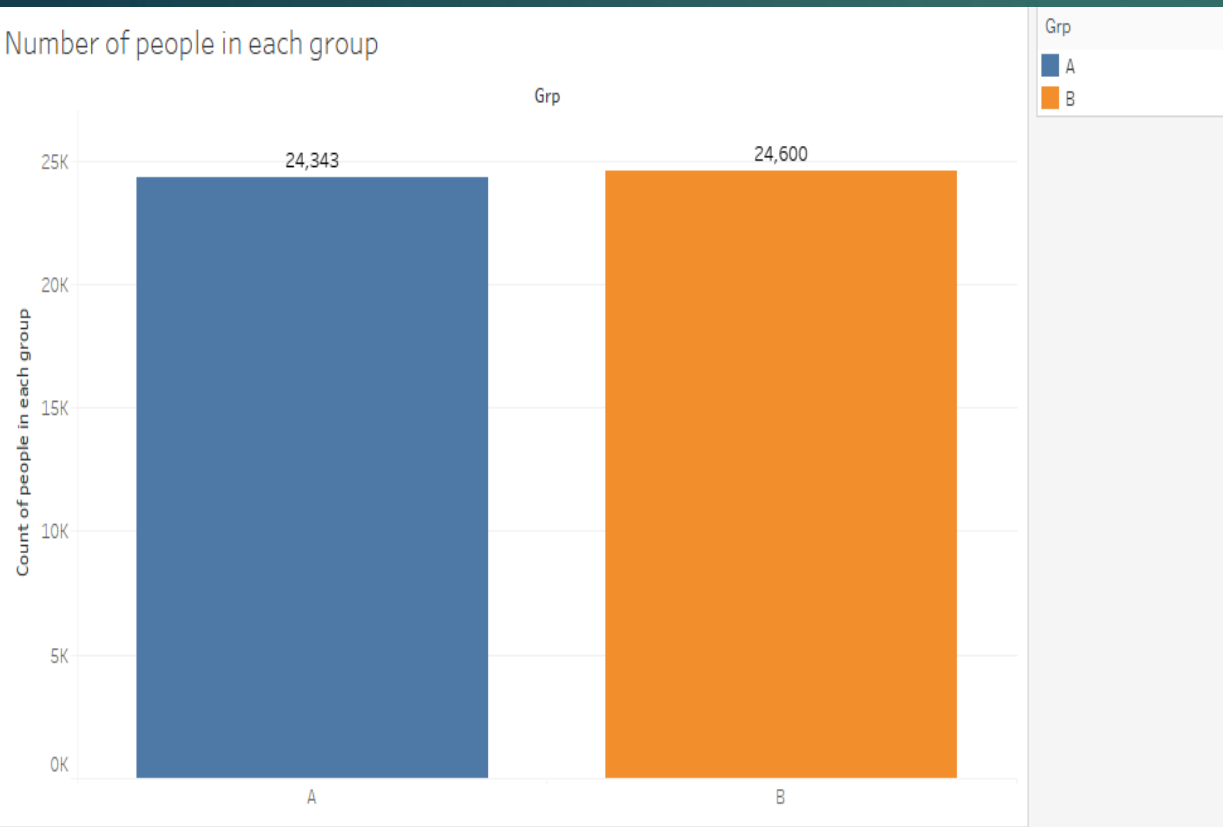
PRESENTED BY TEGA ODJUGO

Context

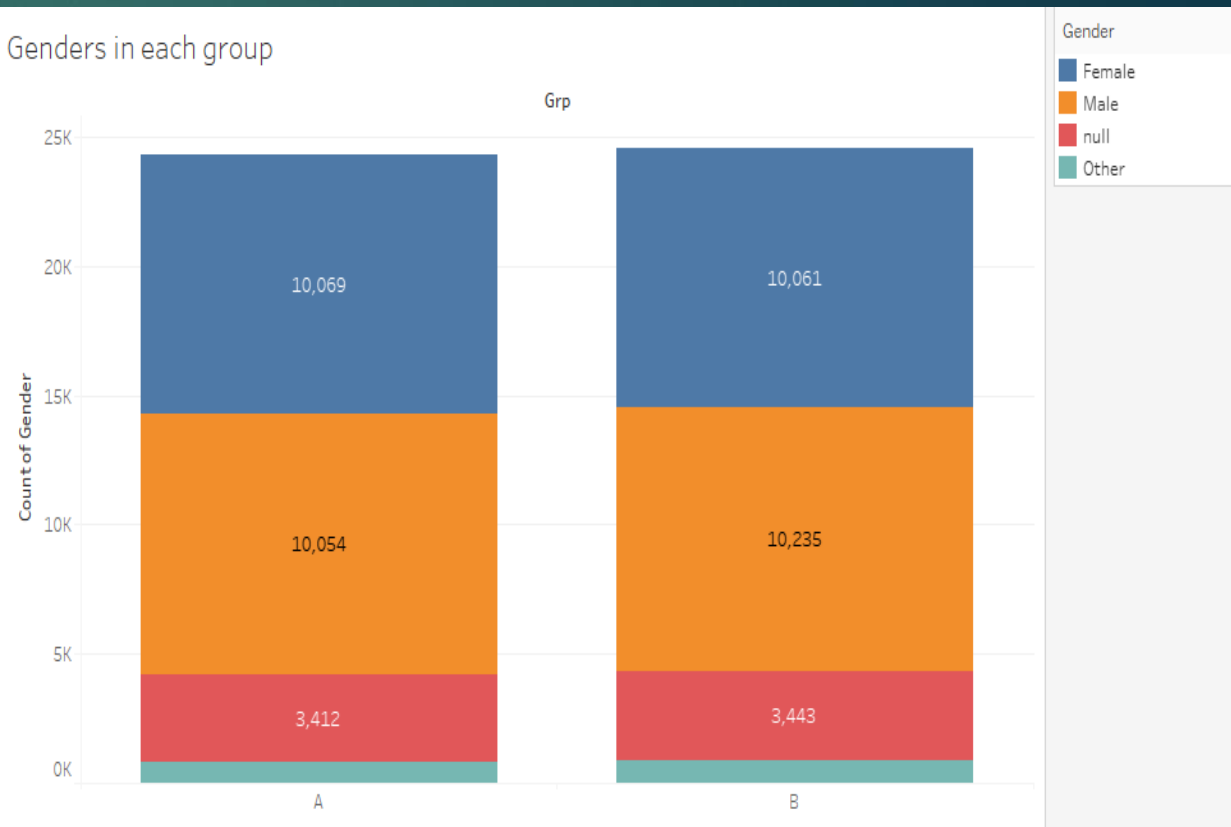
- ▶ The A/B test was carried out on two groups (A and B) to determine if a banner that highlights key products in the food and drink category as a banner at the top of the website should be launched.
- ▶ Success of this experiment is determined by a significant increase in user's purchase in the group shown the banner.

Group visuals

Number of people in each group



Genders in each group

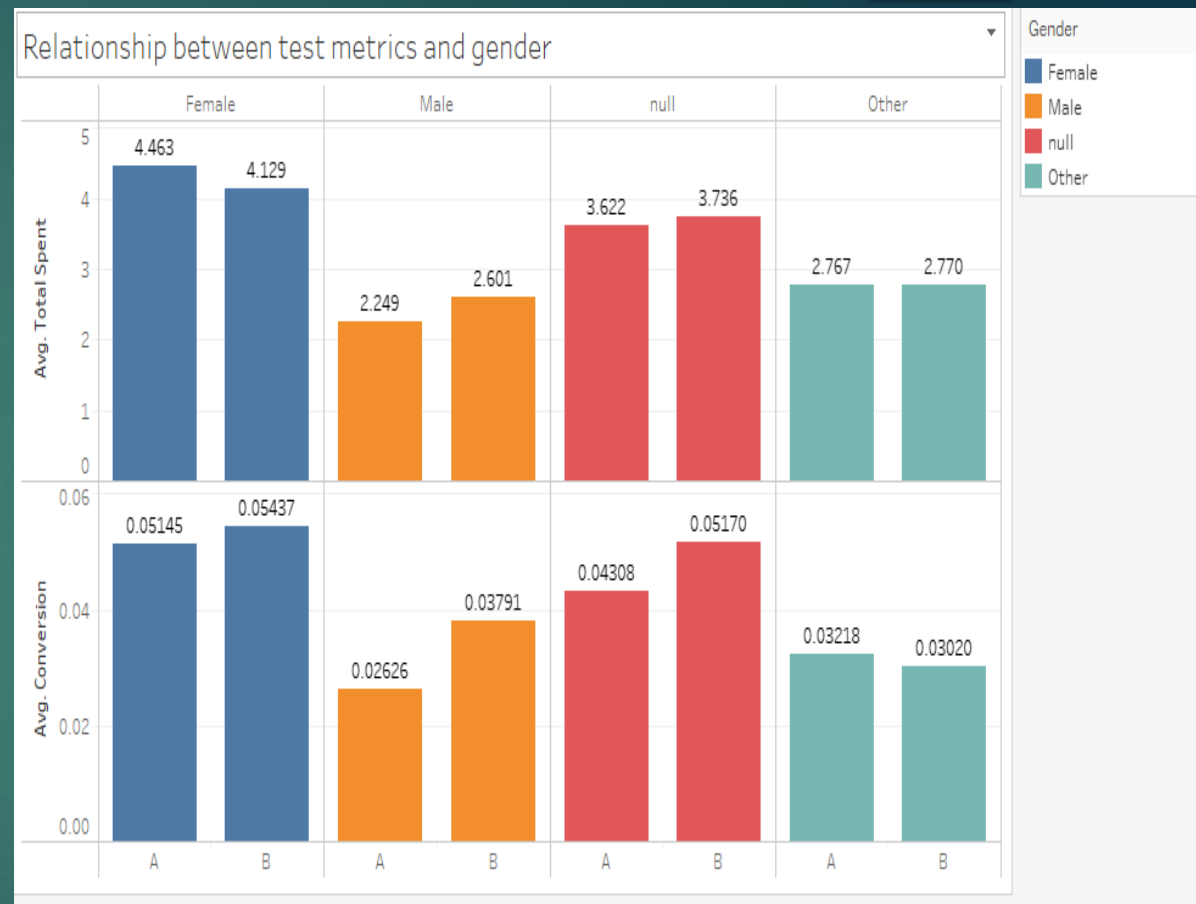
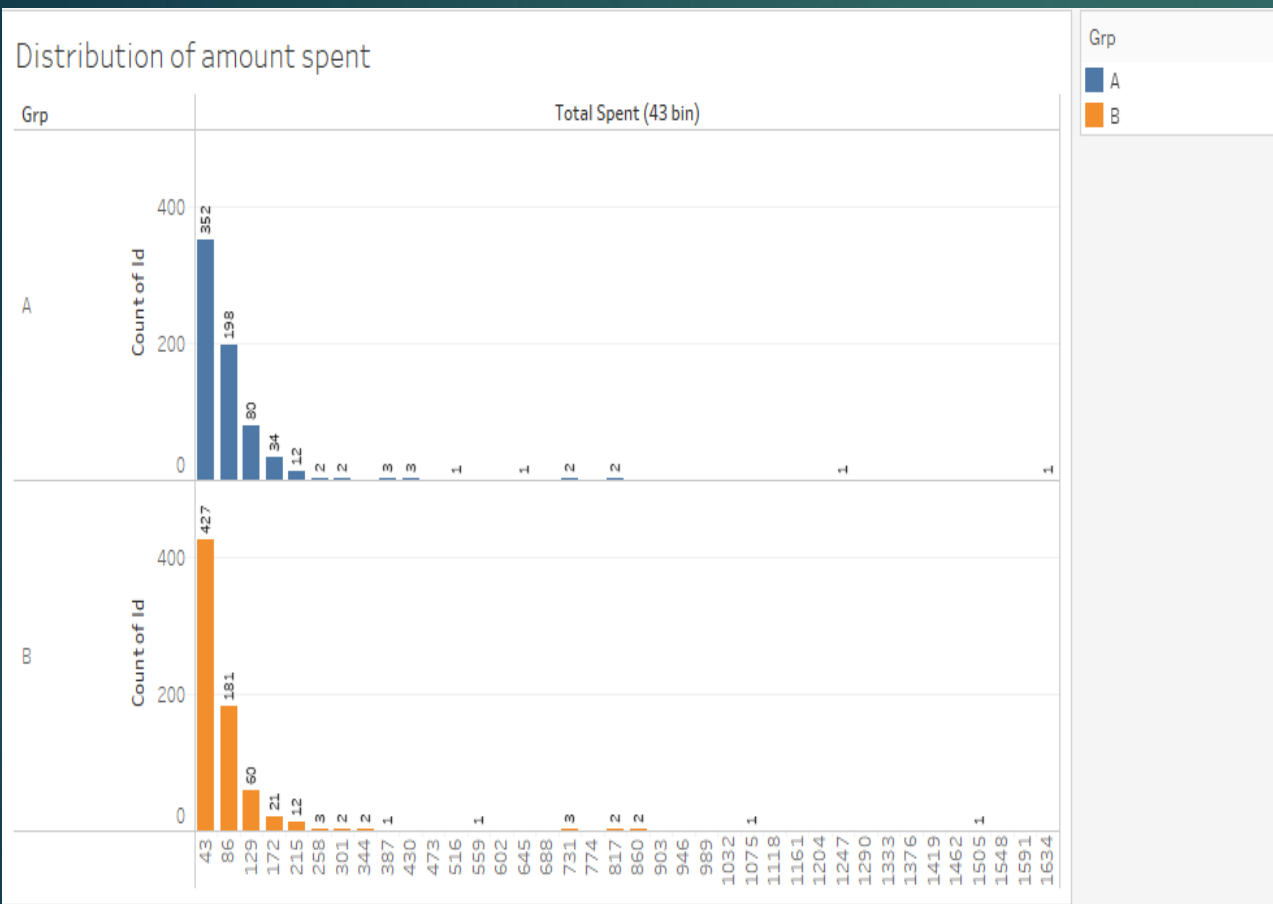


These visuals show the number of people in each group and the break down of each gender in each group

Key Results

- ▶ Result of the experiment showed sufficiently strong evidence that there would be a difference in the conversion rate of users between the two groups with Group B showing more conversion rate than Group A
- ▶ However, there is no sufficiently strong evidence that there would be a difference in the average amount spent per user between the two groups

Key Results Cont.



These visualizations shows the distribution of the average amount spent and the relationship between test metrics and gender

Recommendation

- ▶ I recommend we do not launch the banner because even though there is an increase in conversion rate of users, there is no increase in the average amount spent per user.



THANK YOU