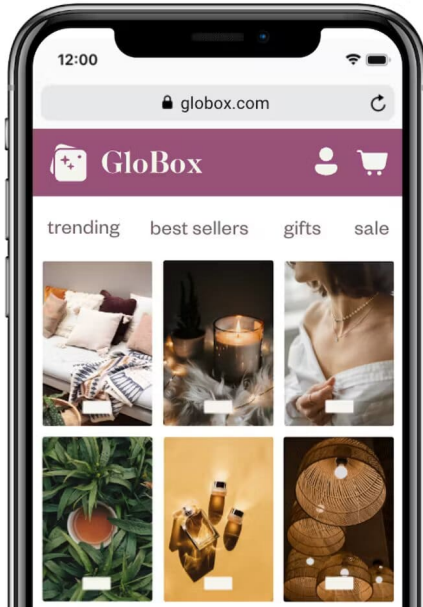


A/B testing for Globox main webpage

BY FEDOR DOROKHOV

New banner on the top

Group A: Control
existing landing page



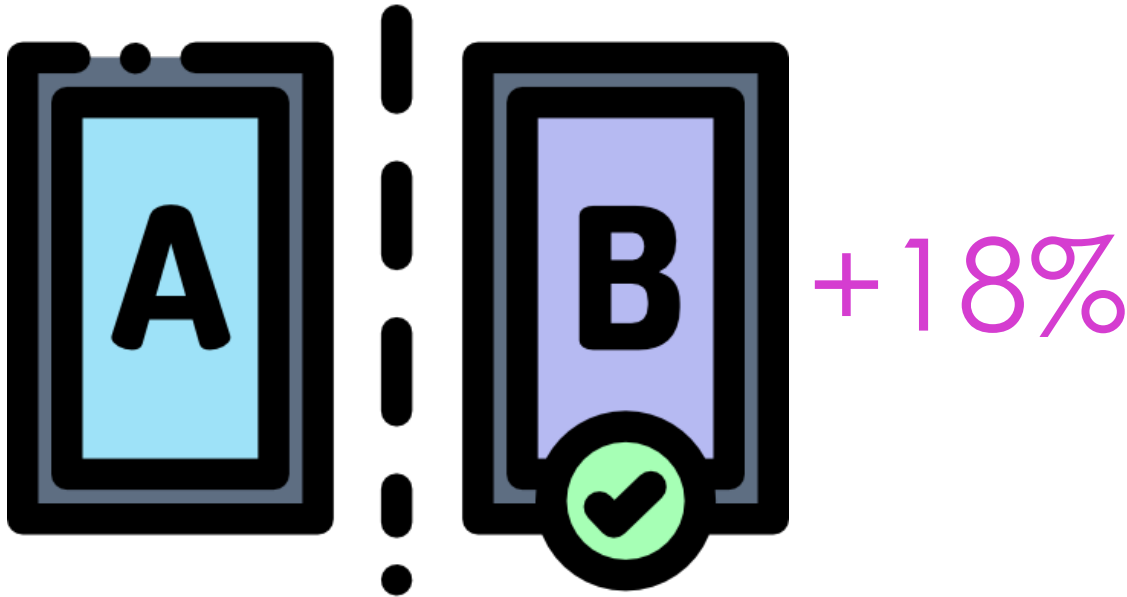
Group B: Treatment
landing page with food & drink banner



Purpose: To figure out if new banner will increase revenue.

A/B was conducted with 48943 users.

Conversion rate increased by 18%!

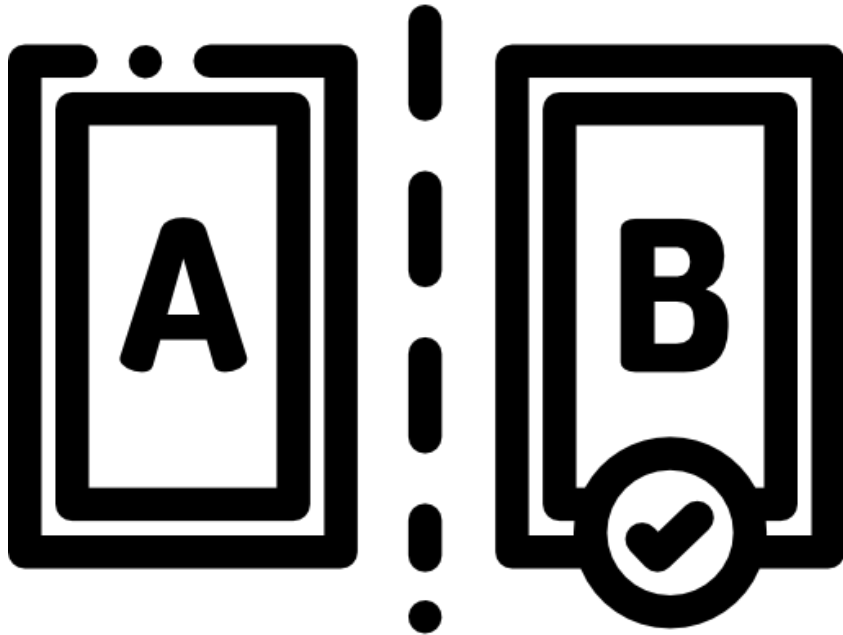


-Difference between groups was found statistically significant.

-Sample size is sufficient enough to achieve desired statistical power.

Is it good enough for us? **No!**

Revenue per user almost didn't raise



+0.48%

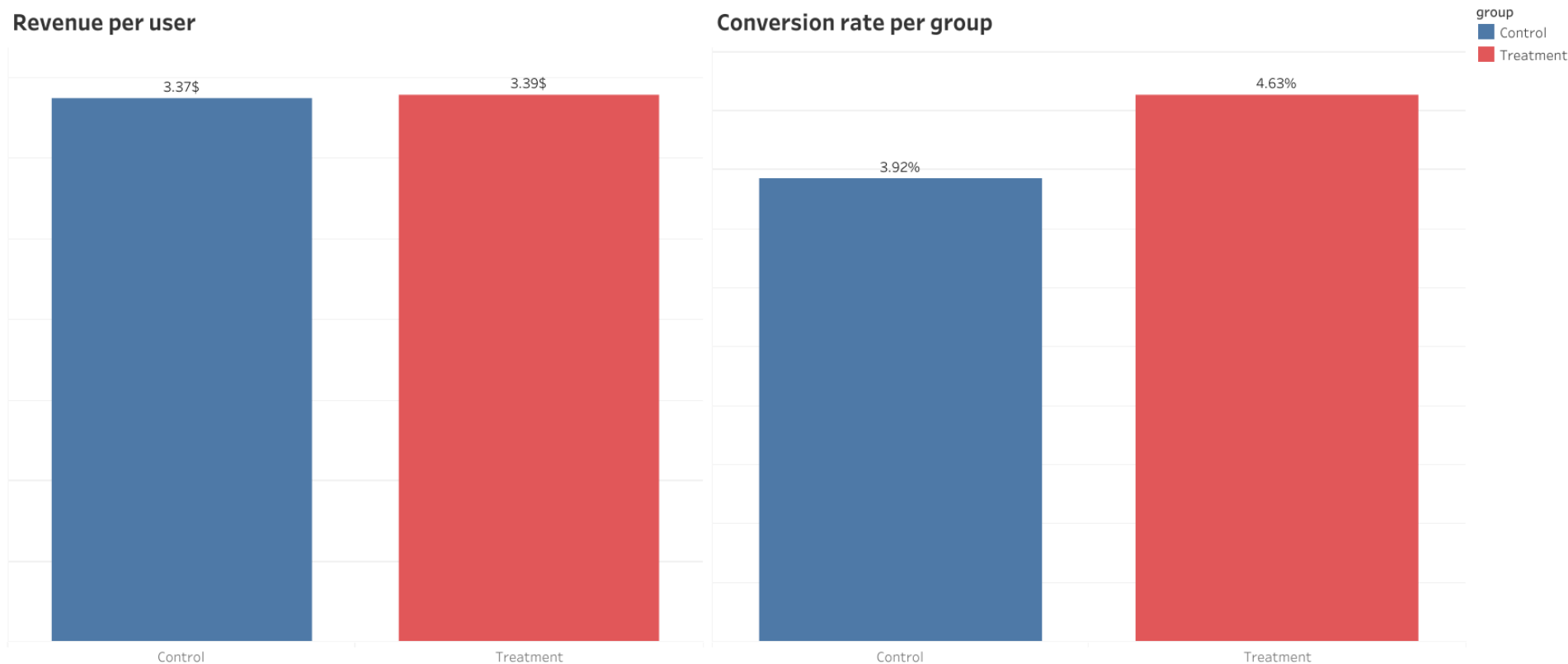
- Difference in average spent per user is statistically insignificant.

- Furthermore, power analysis detected that we would need a sample of millions(!) users to make the test powerful enough.

- Higher conversion rate is not equal to higher revenue.

Results

- Conversion rate for treatment group is significantly higher.
- However, it has no point without revenue's rise.
- Power analysis showed the lack of statistical power of our revenue per user test.



Recommendation: Don't Launch

- I. More converted users is not equal to larger revenue.
- II. We are interested in users spent significantly more, and there is no evidence for that.
- III. Required sample size for average amount spent per group comparison is gigantic, which makes re-iterating meaningless.

⊘ Insignificant difference!

