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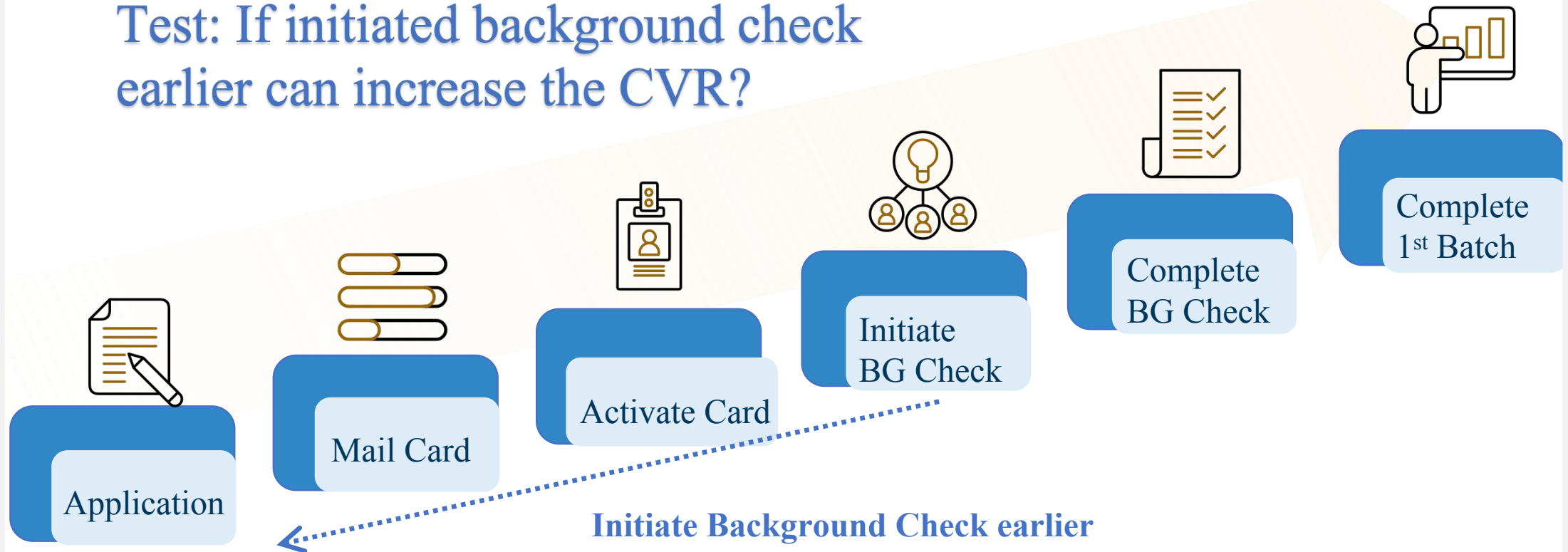
A/B Test Project Analysis

Objective | Metrics | Recommendations

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The shopper hiring process

Test: If initiated background check earlier can increase the CVR?



Take Orientation (optional)

Q₁: Evaluate A/B Test Result

A : Initiated background check earlier increased the conversion rate.

Group	Applicant numbers (Sample Size)	Completed first batch numbers (success in recruiting funnel)	Conversion Rate
Control	10,798	1,877	17.4%
Treatment	5,357	1,683	31.4%
Conclusion	Conversion rate Significantly increased. (Z score 19.1; significant at 95%)		

Q₂: Is this change cost-effective?

A : Yes, it is cost-effective.

- “Success” is based on completion of first batch.
- We should focus on the overall cost that is average to each successful shopper.

Group	#Applicant that experienced background check	Background Check Cost per applicant	#Applicant that completed first batch	Cost per applicant that completed first batch
Control	7,651	30	1,877	\$122.3
Treatment	5,357	30	1,683	\$95.5
Conclusion	Dollar efficiency increased as the cost of spending on each “successful” shopper decreased.			

Q₃: Observation in application channel

Job site Search: **Lowest** conversion rate in the control group

Significantly improved if initiating background check earlier

Shopper referral bonus: **Low** conversion rate in the control group

Relatively Improved if initiating background check earlier

Social media: **Low** conversion rate in the control group

Relatively insignificantly improved if initiating background check earlier

Web search engine: **Low** conversion rate in the control group

Significantly improved if initiating background check earlier

- Job site Search and Web search engine improved most significantly, this is because applicants through these two channels are more sensitive to the timing (initiating background check earlier).

Group\CVR	Job site Search	Shopper referral bonus	Social media	Web search engine
Control	11%	13%	17%	18%
Treatment	31%	26%	20%	35%

Q₃: Recommendation

1

- To perform an A/B Test to evaluate if **mandatory orientation** can improve the conversion rate.

Control Group	Successful Hiring	Not successful hiring
Orientation	45%	42%
No Orientation	55%	58%

2

- To perform an A/B Test to evaluate if a **decrease in the time needed for background checks** can make shoppers start shopping quickly.

Group	Social Media CVR
Control	17%
Treatment	20%

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- The social media channel has a **lower conversion rate** while insignificantly changing under different factors.
- It is better to evaluate the **return on investment**, which costs \$30 background check fee + channel acquisition cost, to **see if this channel is effective enough**.