

# Analyze A/B Test Results

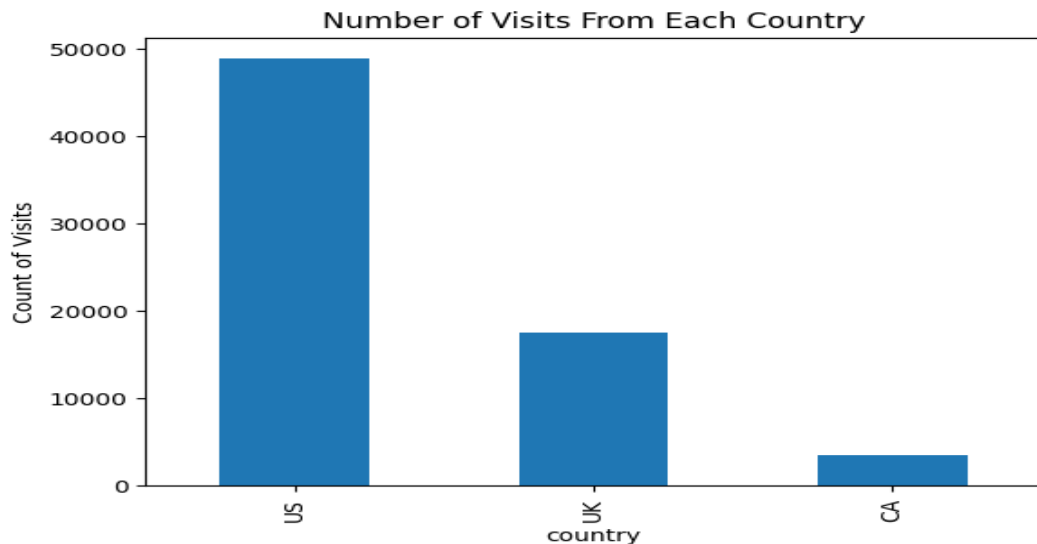


# How Was The Experiment Implemented?

Total Variant Visitors: 69889

Total Control Participants: 34678

Histogram of where our users are from.



# Conversion Rates

Group \ Country	CA	UK	US
control	9.4%	10.2%	10.7%
treatment	15.4%	14.9%	15.8%

**Executive Summary:** **As you can clearly see, the conversion rates in the treatment group is always higher than the control group!**

**US has the highest conversion rates between the countries.**

# Experiment Results

Treatment Conversion Rate: 15.5321%

Control Conversion Rate: 10.5254%

Delta in Treatment vs. Control Conversion Rate: 0.05%

p-value: 0

**Conclusion:** The treatment group seems to be higher than the control group in conversion rate. The p-value of 0 means that its impossible for  $H_0$  ( $P_{\text{treatment}} = P_{\text{control}}$ ) to be true, so we reject the null.

# Country Results

## Conclusion:

- **US has the highest overall conversion**
- **UK has higher conversion rate in the control page than CA**
- **CA has higher conversion rate in the treatment page than UK**