

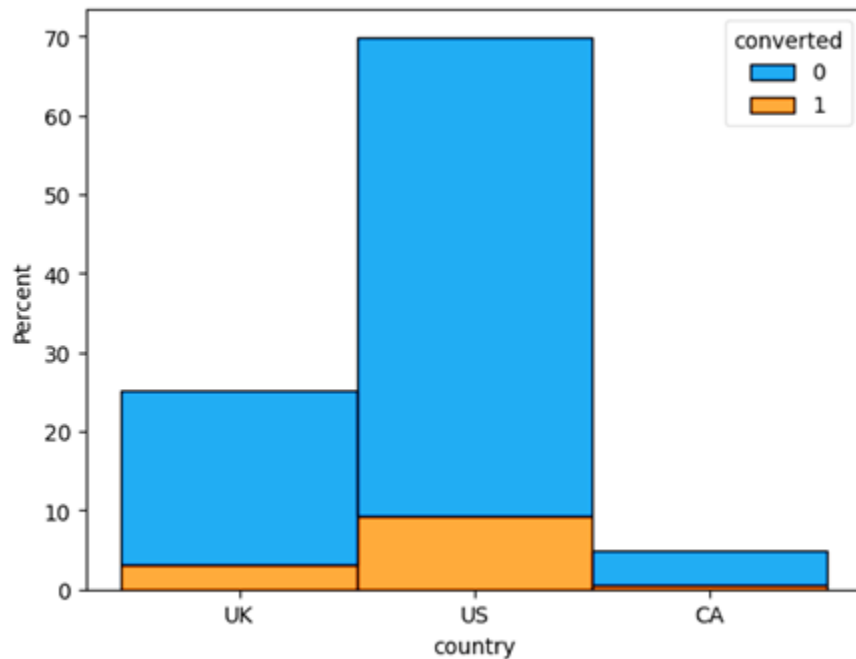
Analyze A/B Test Results



How Was The Experiment Implemented?

Total Variant Visitors: [35211]

Total Control Participants: [34678]



Conversion Rates

	U.S.	U.K.	CA
Control	24200	8795	1683
Treatment	24650	8756	1805

Experiment Results

Treatment Conversion Rate: [0.15532078043793132]

Control Conversion Rate: [0.1052540515600669]

Delta in Treatment vs. Control Conversion Rate: [0.050066728877864425]

p-value: [3.59×10^{-86}]

Conclusion: From the Data above we can determine that the Treatment is doing better than the Control so we should consider switching the page to the Treatment

Country Results

Conclusion: There is difference in Conversion Rate between Countries

	US	UK	CA
Conversion Rate	0.05045471309070794	0.04704937161906489	0.059542467200932245