

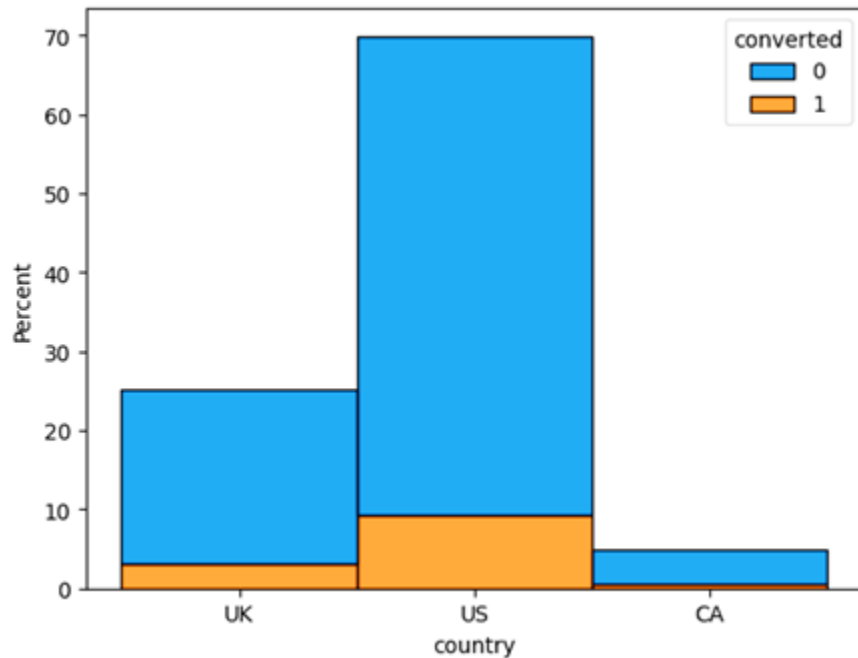
Analyze A/B Test Results



How Was The Experiment Implemented?

Total Variant Visitors: 35,211

Total Control Participants: 34,678



Conversion Rates

Conclusion: The control and treatment groups have similar participant counts in the US and UK. However, the treatment group has nearly 2,000 more participants in Canada (CA)

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

Experiment Results

Treatment Conversion Rate: [%15.53](0.15532078043793132)

Control Conversion Rate: [%10.52](0.1052540515600669)

Delta in Treatment vs. Control Conversion Rate: [%5](0.050066728877864425)

p-value: [3.59×10^{-86}]

Conclusion:

The treatment page is performing significantly better than the control page, as indicated by the extremely small p-value. This provides strong evidence to reject the null hypothesis and suggests that the treatment page should be considered for implementation. However, the variation in performance across countries should be taken into account.

Country Results

Conclusion: While the treatment page is most effective in Canada, it performs the least in the United Kingdom. This variation should be considered when deciding whether to implement the treatment page globally or regionally.

	US	UK	CA
Conversion Rate	%5.05 (0.05045471309070794)	%4.7 (0.04704937161906489)	%5.95 (0.059542467200932245)

Regression Approach

Statistically significant

	coef	std err	z	P> z	[0.025	0.975]
intercept	-2.2602	0.083	-27.120	0.000	-2.424	-2.097
ab_page	0.5568	0.106	5.261	0.000	0.349	0.764
US	0.1417	0.086	1.650	0.099	-0.027	0.310
UK	0.0812	0.091	0.897	0.370	-0.096	0.259
ab_page_US	-0.1132	0.109	-1.036	0.300	-0.327	0.101
ab_page_UK	-0.1226	0.116	-1.061	0.289	-0.349	0.104

Not Statistically significant

The regression analysis shows that the p-values for both the United States (US) and the United Kingdom (UK) are greater than 0.05. This indicates that there is no statistically significant difference in conversion rates between these countries and the baseline group (Canada). Therefore, the treatment page's performance does not appear to be significantly influenced by the country