

GLOBOX A/B TEST

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TERMIINOLOGIES

- **Conversion Rate** : This refers to the percentage or proportion of users who made a purchase in a particular group to the total number of users assigned to that group.
- **A/B TEST** : An A/B test is a controlled experiment where two or more versions of a webpage or product are simultaneously shown to users. This is carried out to track user interactions and performance metrics to determine which variation produces the desired outcomes or performs better
- **Treatment Group** : This group of users are exposed to a modified or alternative version of the website.
- **Control Group** : They do not receive any changes or alterations, serving as the baseline or reference group against which the treatment group is compared.

OBJECTIVES

The objective of this A/B test was to compare the user conversion rates between the Control Group(A) and Treatment Group(B), to assess the impact of a new food banner on user conversion rate, also considering the average amount spent in each group.

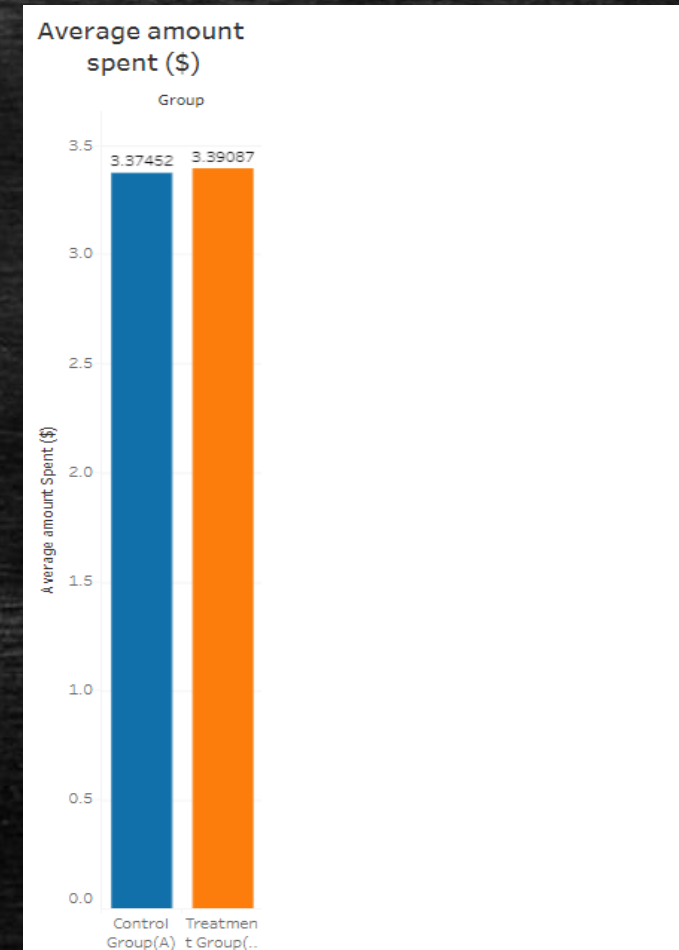
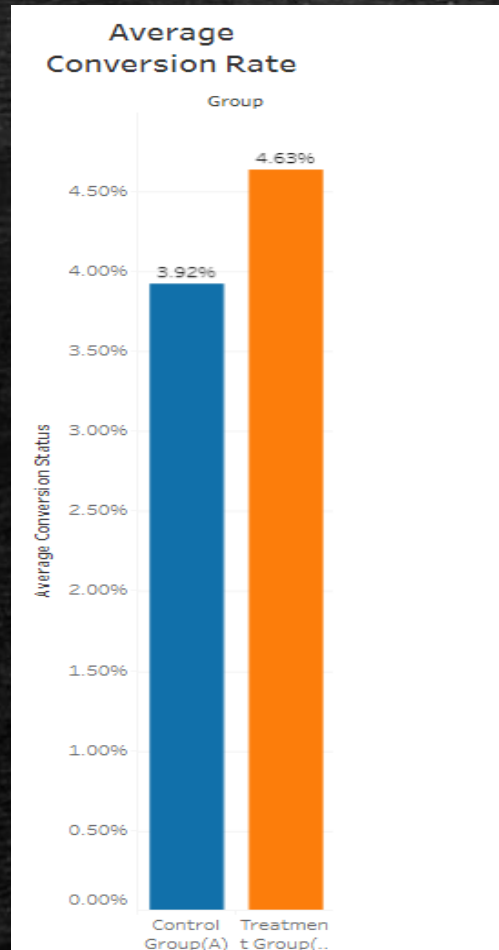
EXPERIMENTAL SETUP

This experiment is conducted exclusively on a mobile website. When a user visits the Glo Box main page, they are randomly assigned to either the control or test group, marking their entry date into the experiment. If the user belongs to the test group, a banner is displayed upon page loading; however, the banner is not shown to users in the control group. Afterwards, users have the option to make purchases on the website, users that made a purchase are categorised as converted users.

RESULTS

- The Treatment Group exhibited a significant number in conversion rate (4.63%) compared to the control group (3.92%).
- The average amount spent between the test groups also showed a significant number in average amount spent in the treatment group (\$3.3909) compared to the control group (\$3.3745)

VISUALIZATIONS



VISUALISATIONS



	Group A	Group B
Conversion Rate	3.92%	4.63%
Average Amount Spent (\$)	\$3.3745	\$3.3908
Number of Users	955	1139

RECOMMENDATIONS

Considering the banner being cost effective and given the statistically significant improvement in the conversion rates in the Treatment Group, implementing the new food and drinks banner on the website is recommended on the basis that more tests to be carried to see an increase in both the conversion rate and the average amount spent.