Make A Copy Of This Deck And Update The Red Ink Based On Your Notebook Results

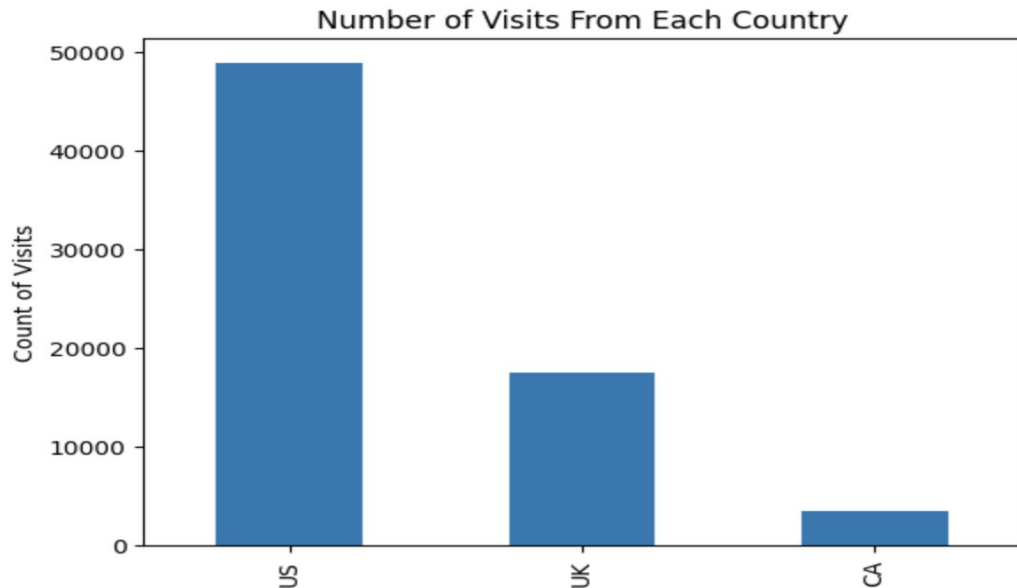# Analyze A/B Test Results

How Was The Experiment Implemented?

Total Variant Visitors: 35211

Total Control Participants: 34678

Number of Visits From Each Country

Conversion Rates

	U.S.	U.K.	CA
Control	10.7%	10.1%	9.4%
Treatment	15.8%	14.8%	15.4%

Executive Summary: Irrespect, of the country the conversion in the treatment group is higher than those of the control group.

Experiment Results

Treatment Conversion Rate: 15.5%

Control Conversion Rate: 10.5%

Delta in Treatment vs. Control Conversion Rate: 5%

p-value: 0

Conclusion: There is a difference in the conversion rate between treatment and control group, but it is does not provide a statistically significant number that supports control or treatment.

Country Results

Conclusion: Based on country there is significant difference in the conversion rate. For US the p-values is 0.17 and UK it is .905.