

# A/B Test Analysis Report

## Comprehensive Analysis of 200 Product URLs

Generated: August 27, 2025 at 06:17

# Executive Summary

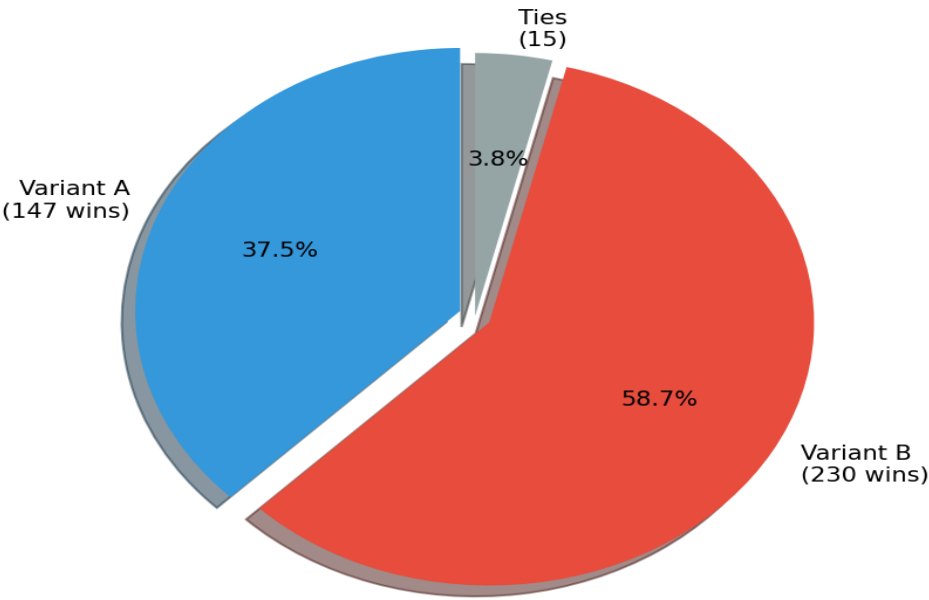
Overall Winner: B (opt\_seg=6)

Metric	Variant A (opt_seg=5)	Variant B (opt_seg=6)	Difference
Win Rate	36.9%	57.8%	20.9%
Average Score	6.4/10	6.91/10	0.51
Avg Duplicates	1.12	1.10	0.02
Total Duplicates	440	432	8

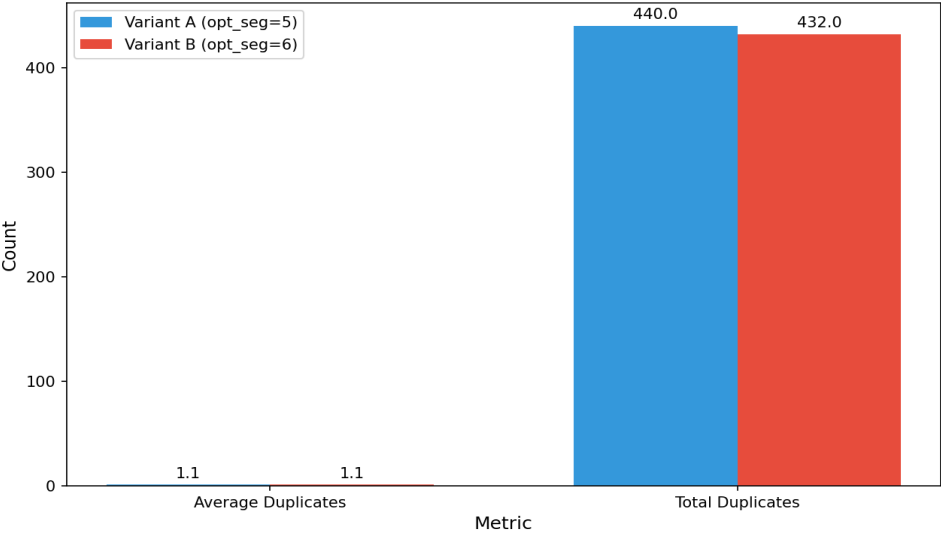
Recommendation: Strongly recommend opt\_seg=6 (better rankings AND fewer duplicates)

# Visual Analysis

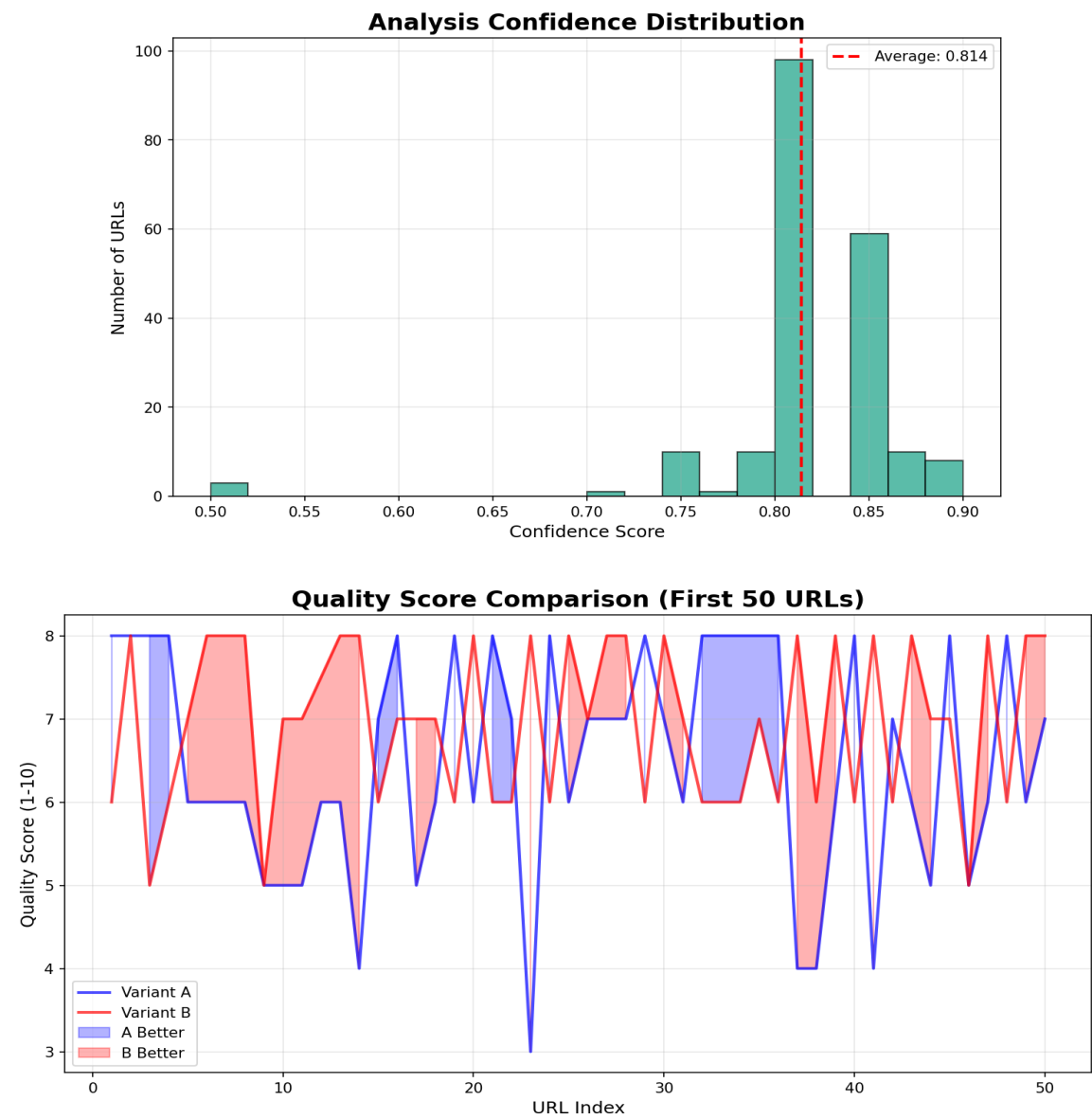
Winner Distribution Across 200 URLs



Duplicate Product Comparison



# Confidence Analysis



## Detailed Analysis Insights

- **High Confidence Wins:** Variant A had 36 high-confidence wins (>80% confidence), while Variant B had 52.
- **Duplicate Impact:** On average, Variant B shows 0.02 fewer duplicate products per page, improving product diversity.
- **Consistency:** With an average confidence of 0.814, the AI analysis shows strong certainty in its assessments.
- **Quality Gap:** The average quality score difference of 0.51 points suggests marginal differences in ranking quality.

## Top Performing URLs

URL #	Winner	Confidence	Score A	Score B	Key Difference
29	A	0.90	8	6	A offers better visual variety and more ...
171	A	0.88	8	6	A favors full e-bike listings with more ...
196	A	0.87	8	6	A emphasizes direct matches (kid bicycle...
14	B	0.90	4	8	B ranks relevant bicycle mirrors higher ...
80	B	0.90	4	8	B is more relevant and consistent for th...
131	B	0.90	4	8	B ranks actual terugslagklep/backwater v...