# Food & drink banner

Summary

I recommend that we launch the new food and drink banner because we observed strong evidence that there was an increase in conversion rate.

Context

We ran an A/B test with a new banner for the homepage to see if it would increase revenue. You can see the difference between the two designs below. The control group didn't see the banner, the treatment group saw the banner.
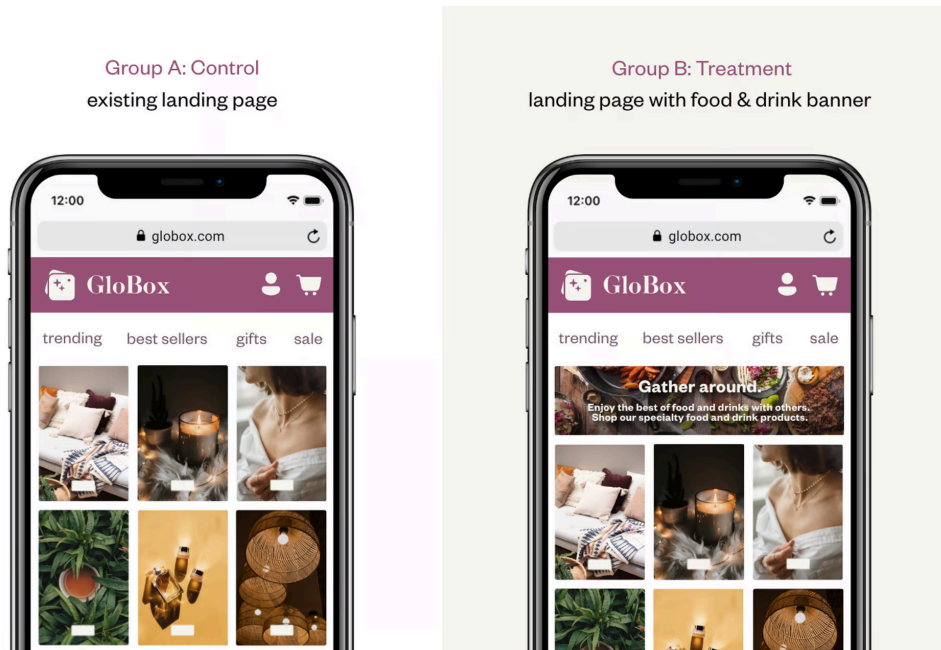
The experiment ran from 01-25-2023 by 02-06-2023. There were 24343 users in the control, 24600 users in the treatment, and 48943 total.

Results

In order to determine whether there wasn't a difference in average spent per user between the two groups, we ran a hypothesis test. We did not see a statistically significant difference between the two groups at the 5% significance level (p=0.9451). The 95% confidence interval for the difference in average spent per user between the two groups is (-0.44, 0.47). Note that the interval includes 0. However, there was a difference in conversion between two groups. We saw a statistically significant difference between the two groups at the 5% significance level (p=0.0001). The 95% confidence interval for the difference in conversion between the two groups is (0.0035, 0.01)

Conversion rate and Average amount spent between groups
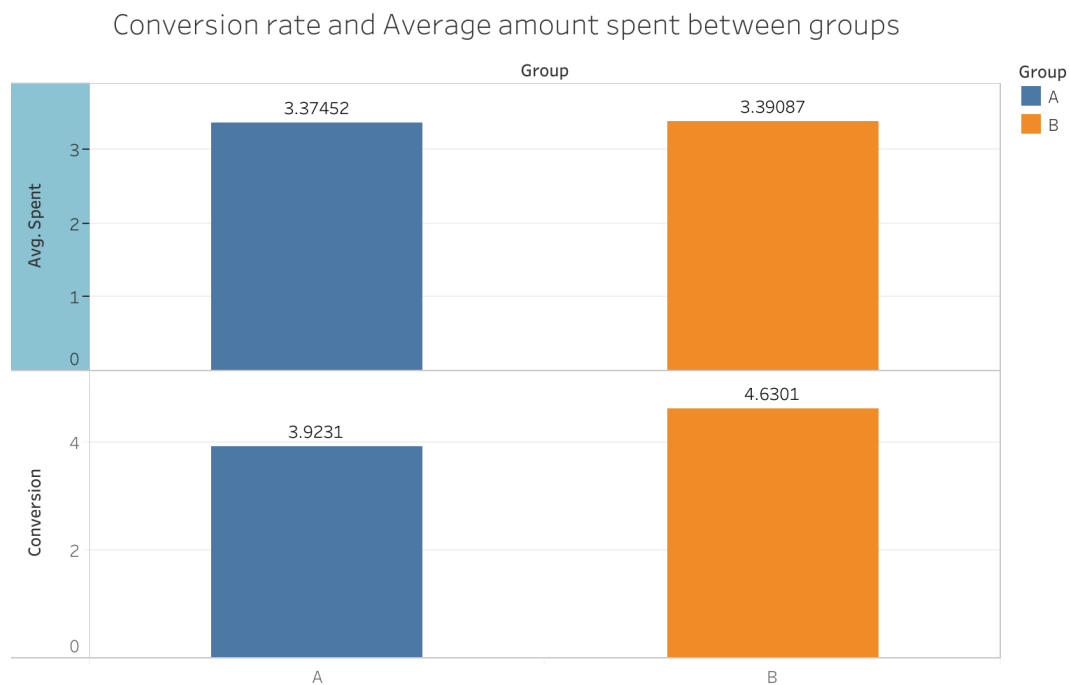
Recommendation

Based on the goal of increasing revenue and the observed increase in conversion rates, launching the banner to bring awareness to the product category would be recommended. However, continue to analyze performance and make adjustments as needed to maximize results.