A/B TEST

GloBox is primarily known amongst its customer base for boutique fashion items and high-end decor products. To increase the revenue, the company is launched experiment to observe how the customer's spending behavior with and without the advertisement.

METRICS THAT DEFINE SUCCESS : ● Conversion rate(country ,Gender) ● Revenue generated

- Almost 40% of the conversion from both groups come from USA.
- 50% of conversion also comes from females suggesting an established female fanbase.

4.20% CAN

5.40% FRA
3.16% ESP

6.73% TUR

10.17% MEX

Country:
% of Total Whether Converted along Country: 38.35%

USA

17.53% BRA

1.43% AUS

not_available
15.52%

O
2.48%

F
50.86%

M
31.14%

zero axis

zero axis

0

0
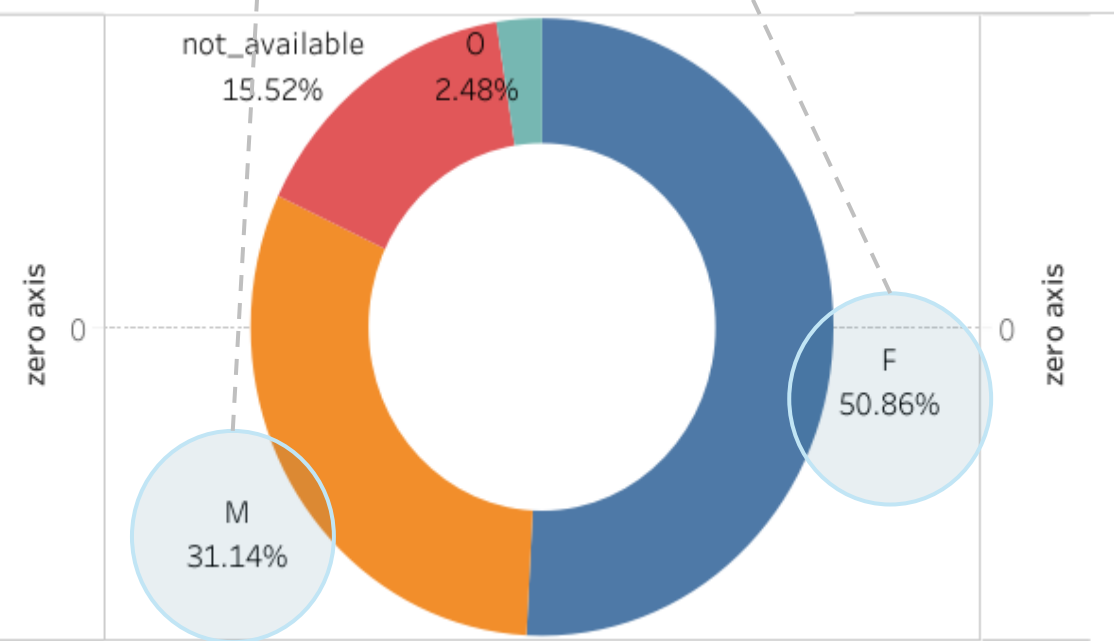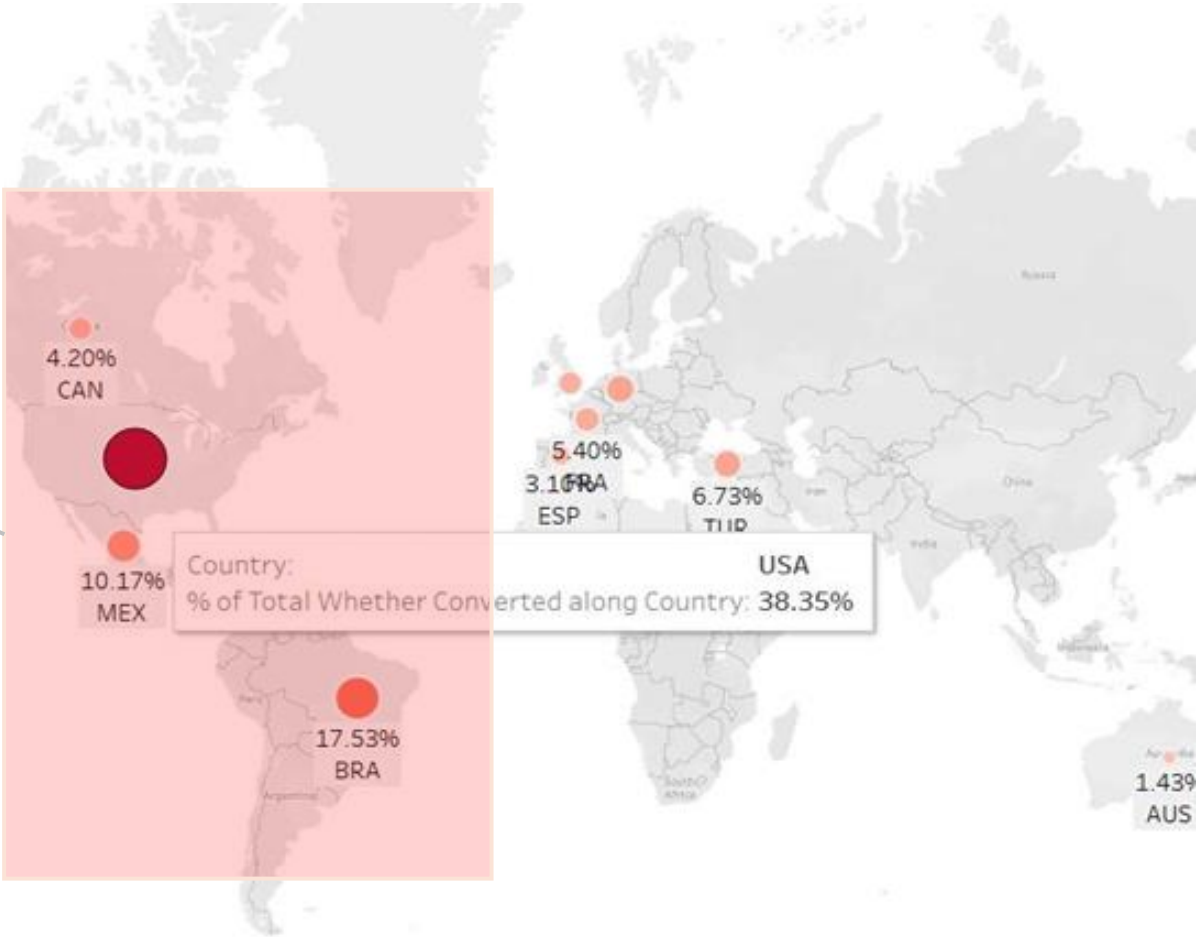
Group	
A	B
24,343	24,600
955	1,139

METRICS THAT DEFINE SUCCESS : ● Conversion rate ● Revenue generated(country, gender)

Revenue per group per Gender
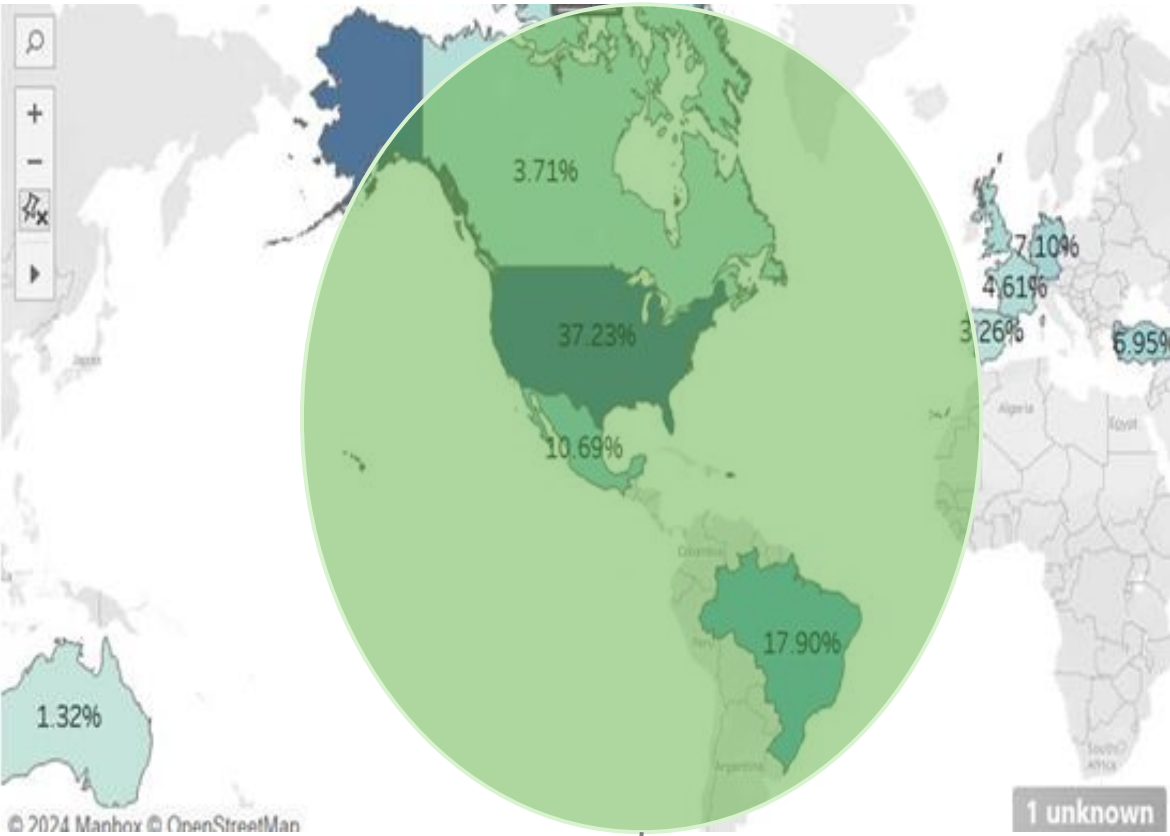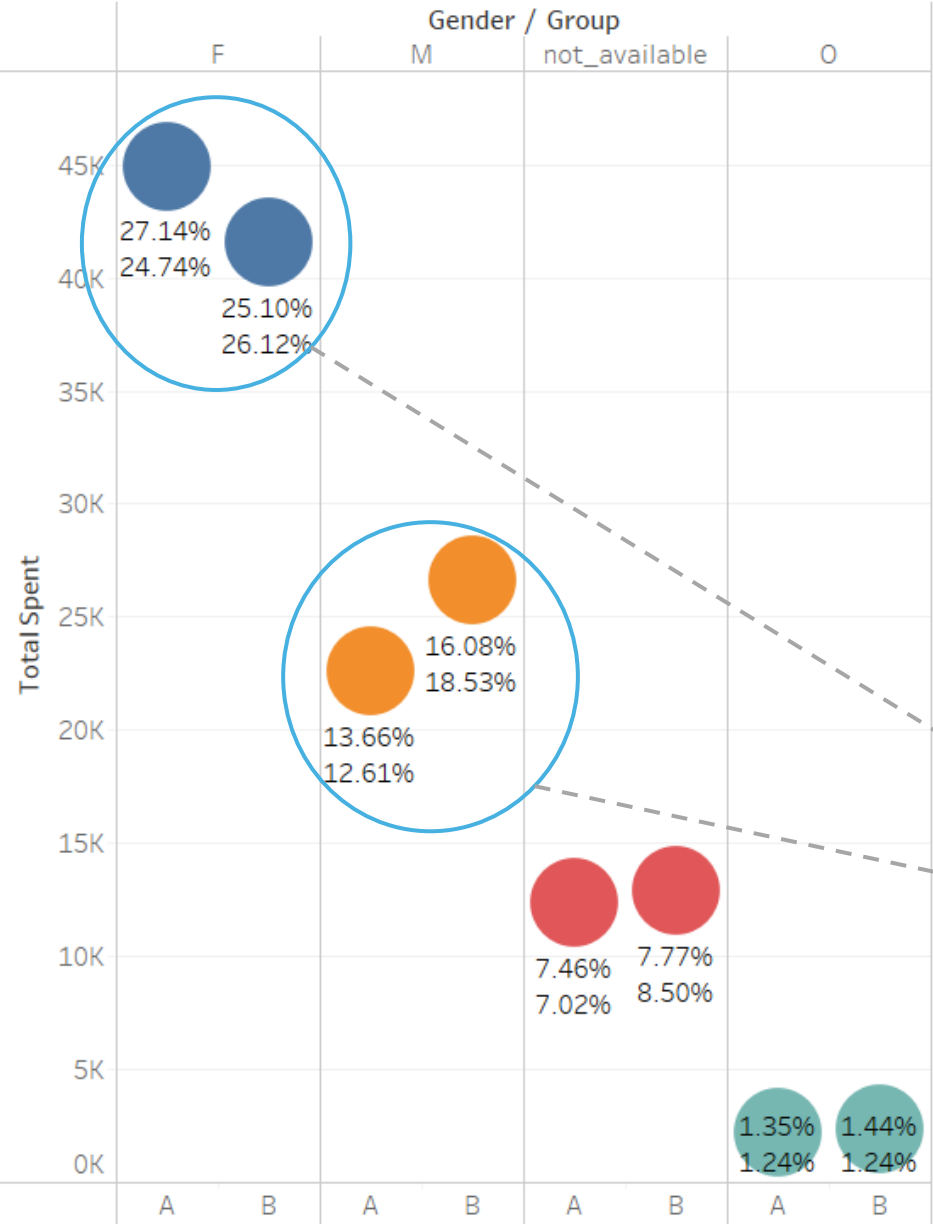
- As expected, the continent America contributes more than 50% of the revenue generated.
- Surprisingly, B group females spend less than A group females, but B group males responded positively.

INTERPETING HYPOTHESIS TEST RESULTS

CONVERSION RATE

The statistical test results show that there is significant difference between conversion rates of A group and B group.

The confidence interval suggests that the true difference in proportions between the two groups compared is estimated to lie between approximately 0.0035 and 0.0107.

Indicates more data is required for accurate results

REVENUE GENERATED

The statistical the statistical test results show that the probability of no difference between the revenue generated is high.

The confidence interval suggests that the true difference in revenue generated between the two groups compared is estimated to lie between approximately -0.43 and 0.47.

Indicates more data is required for accurate results.

CONCLUSION

DO NOT LAUNCH THE CAMPAIGN

The novelty effect

The hypothesis test results suggest randomness in the experiment .

Most of the revenue and conversion is concentrated in one continent Which can one lead to inaccurate results (presence of outliers)

To observe 10% difference in conversion rates between the groups a data set of 77 thousand rows is required. And the same thing goes for difference in revenue generated but here sample data set of at least 1516386 is required.

Try launching the campaign in America alone to observe better and accurate insights.
* Launching in America will provide more detailed insights.