

**A/B TEST FOR
THE NEW
FOOD & DRINK
BANNER**

SCHEDULE

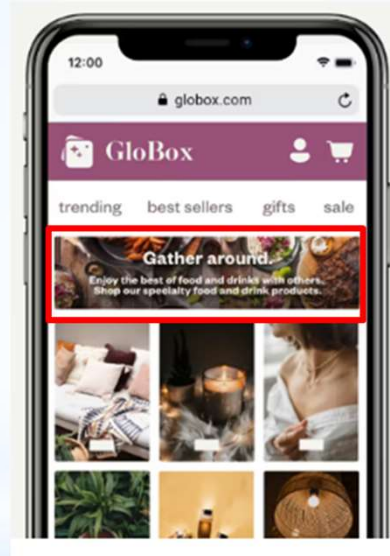
- Context
- Results
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- Q&A

CONTEXT

Control group



Treatment group



48943



2 weeks

RESULTS

Conversion rate

Control Group
3.92%

Treatment Group
4.63%



18%

Statistically Significant

Average amount spent

Control Group
\$3.37

Treatment Group
\$3.39



0.6%

Statistically Insignificant

ADVANCED ANALYSIS

Conversion rate

Gender

Other



-6.15%

Country



-11%

RECOMMENDATION

Launch the new “Food & Drink” banner

- Increases conversion rate
- Low cost
- Not difficult to launch and maintain

Q&A



THANK YOU!