

A/B Testing and Experiment

country

- CA
- UK
- US

group

- control
- treatment

The A/B experiment shows a minimal difference between control and treatment conversion rates. Since the uplift is not statistically significant, a full rollout is not recommended at this stage.

291K

Total Users

0.12

Conversion rate

0.12

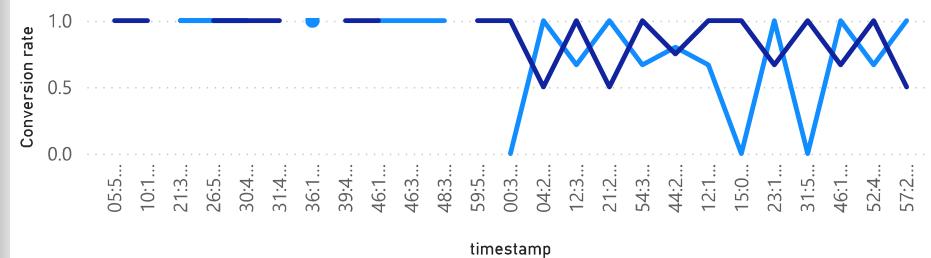
Treatment...

-0.01

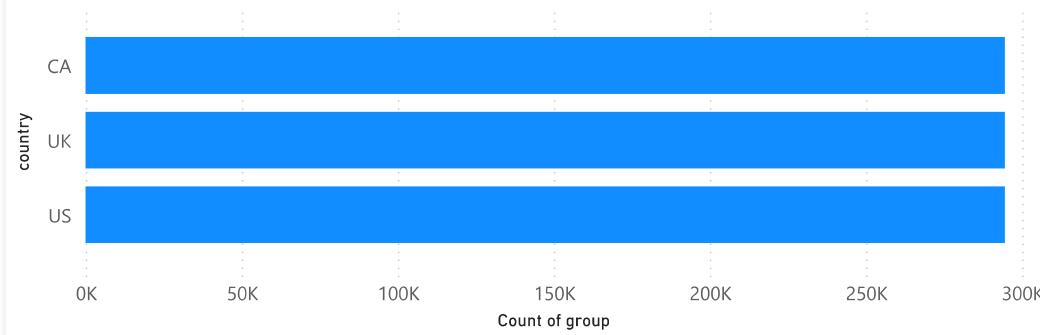
Conversion Lift %

Conversion rate by timestamp and group

group ● control ● treatment



Count of group by country



Conversion rate by group

