

GLOBOX

A/B TEST ANALYSIS

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Goals:

Increase awareness
to **food and drink**
product category to
increase revenue



Introduced New Website Banner for Test Group

AB Test was run on 48943 users

Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner



Test Group showed higher Conversions

■ Control ■ Test

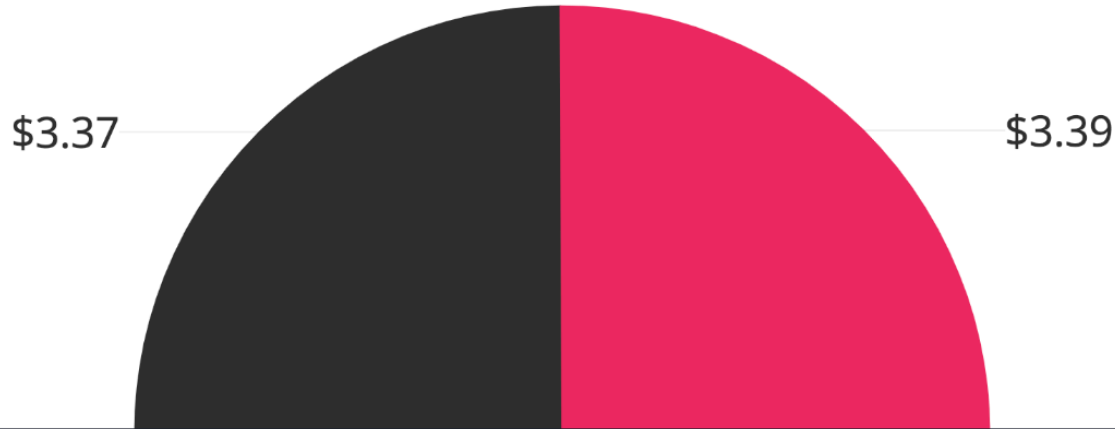
3.92%

4.63%

But analysis revealed no promising increase in revenue.

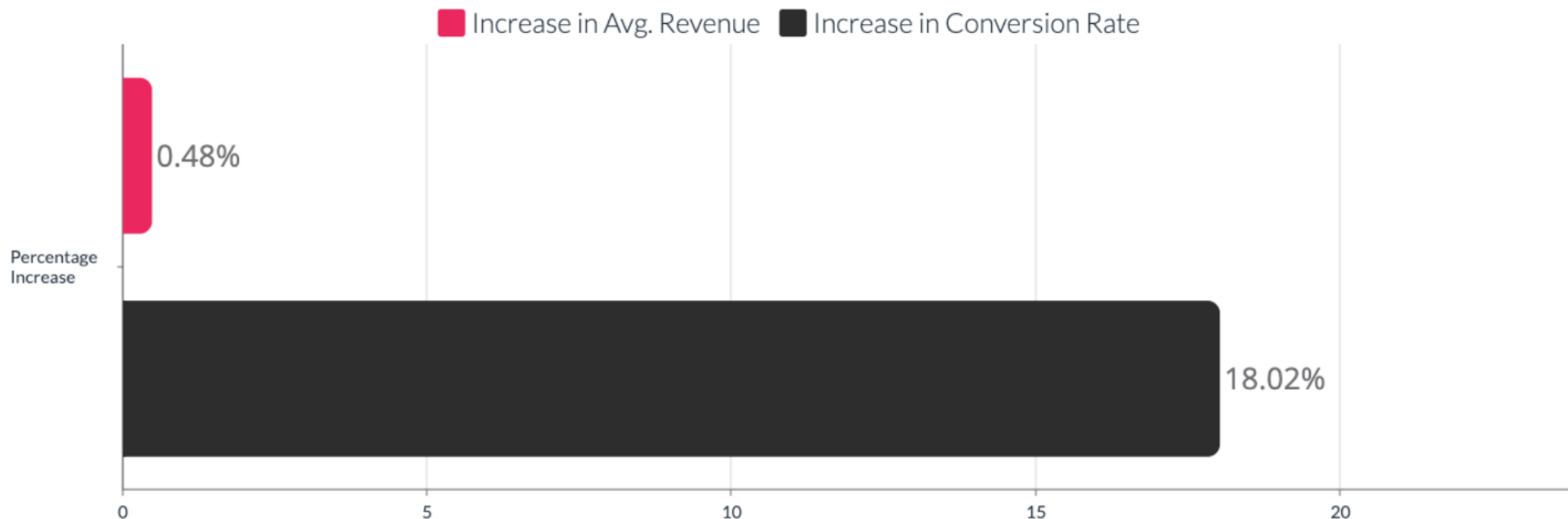
Only 2 cents increase for test group

■ Control ■ Test



Summary by Percent Increase

18% Increase in Conversions!
But Revenue Increase was not promising at all.



RECOMMENDATION

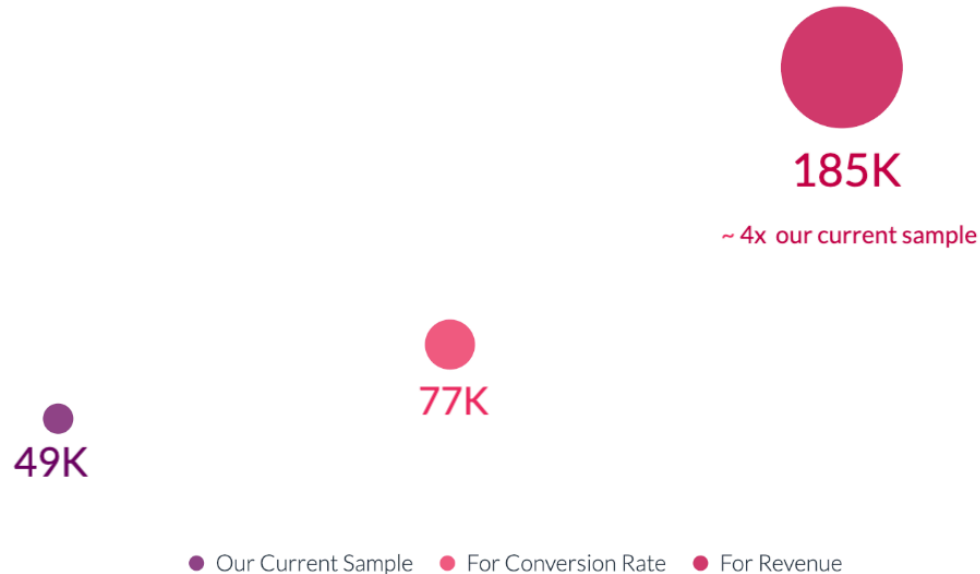
Continue Reiterating...

... to see how to improve the banner/user-experience or use that real-estate for something that yields better returns.



We could use a larger sample next time.

Needed Sample Sizes to Verify Results:





Cater to Female Customers

Male to Female Customer
Ratio is 1:1

But Women, on average
spend nearly TWICE as much.

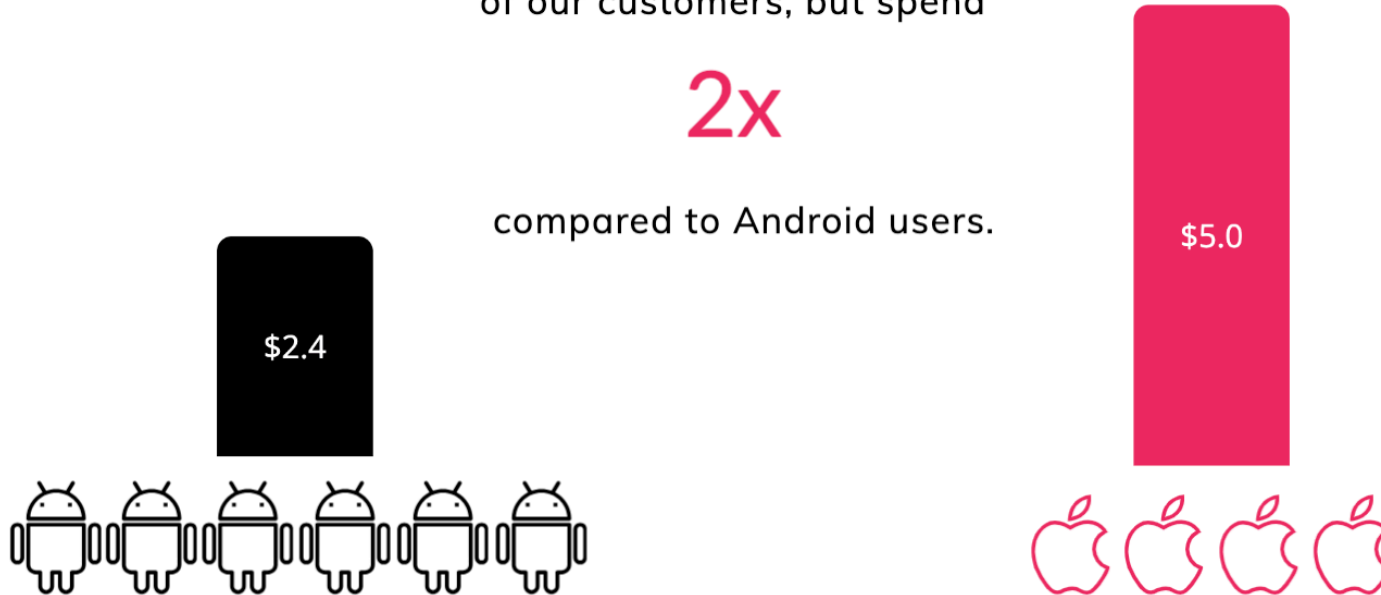


Target the iPhone Users

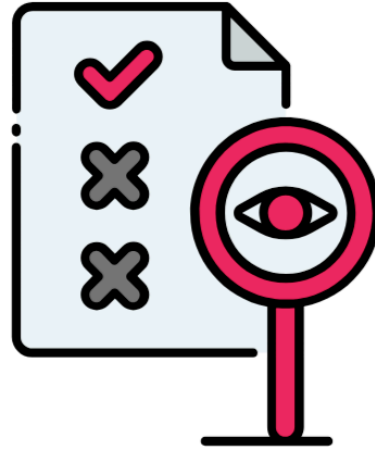
iOS users make up **less than half**
of our customers, but spend

2x

compared to Android users.



Where We



Can Improve

- Banner
- User Experience
- Customer Targeting

Thank You

