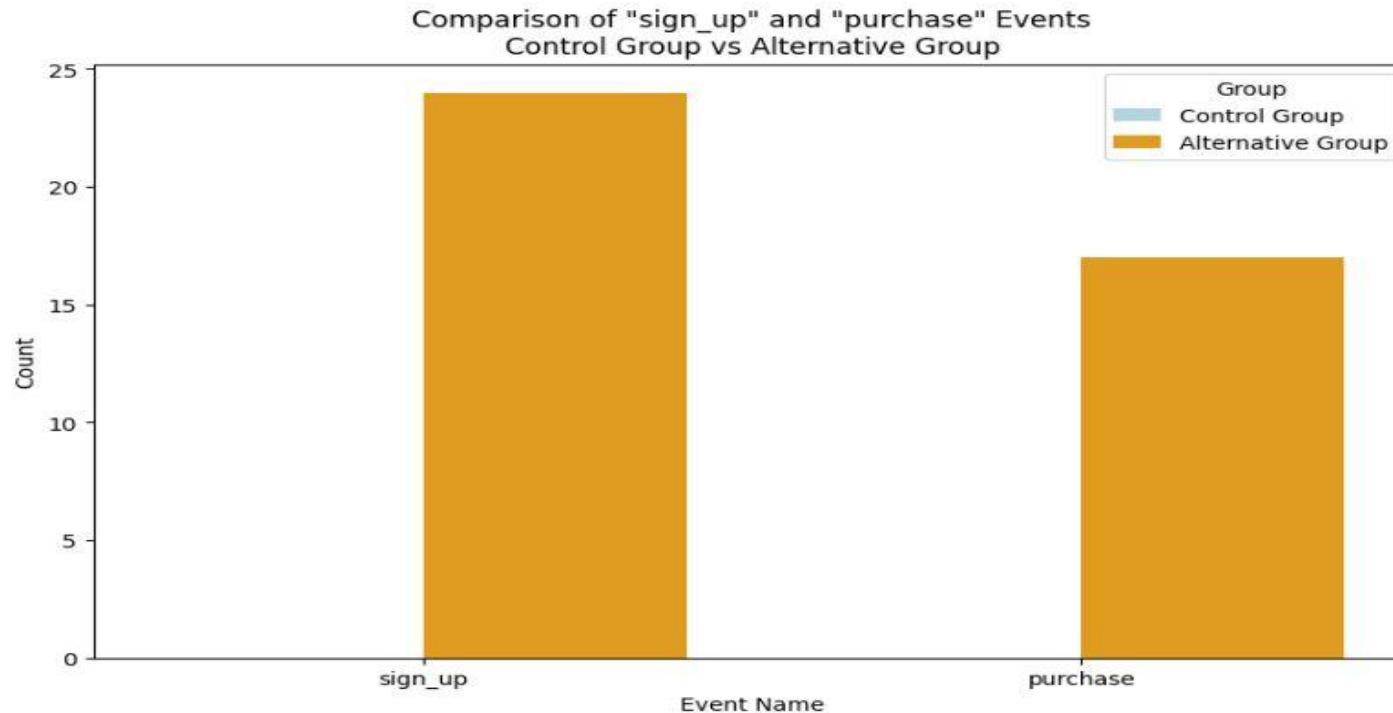


A/B Test Analysis for Advertising Campaigns

Goal: Increase the number of "sign_up" and "purchase" events.

Sign-Up and Purchase Events (Goal of Experiment):



Analysis:

"sign_up" Events: The control group has no occurrences of the "sign_up" event, while the alternative group shows some counts. This indicates that the alternative setup have led to an increase in sign-up events.

"purchase" Events: Similarly, the control group has no occurrences of the "purchase" event, while the alternative group does.

Analysis suggests that the alternative group performed better in terms of the desired events (sign_up and purchase).

Distribution of events for the control and alternative groups:

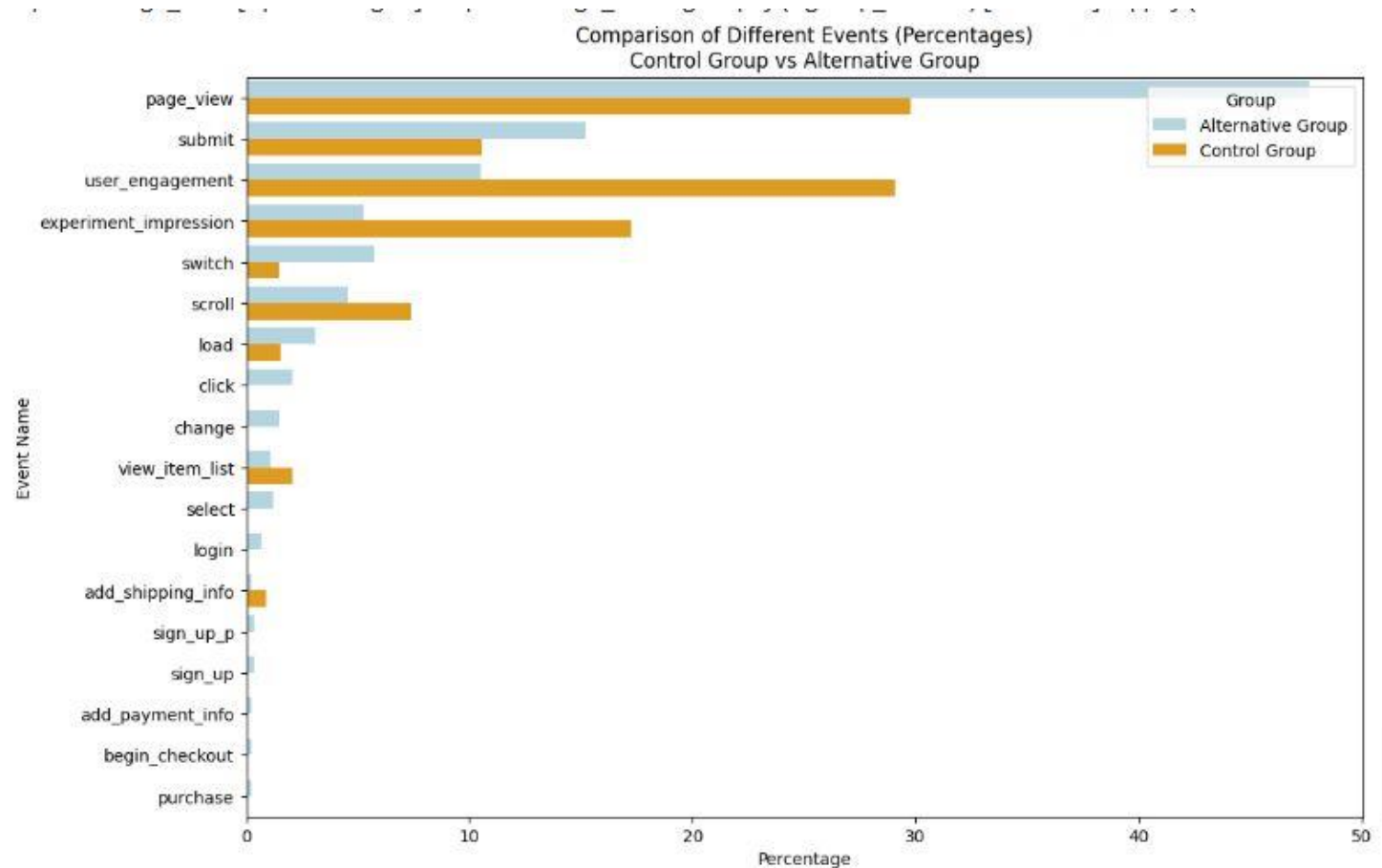


Table with the percentages

Event Name: Describes the specific event.

Control Group (%): The percentage of occurrences of each event within the control group.

Alternative Group (%): The percentage of occurrences of each event within the alternative group.

	event_name	Alternative Group (%)	Control Group (%)
0	add_payment_info	0.237829	0.000000
1	add_shipping_info	0.237829	0.858369
2	begin_checkout	0.237829	0.000000
3	change	1.454952	0.000000
4	click	2.056519	0.000000
5	experiment_impression	5.232233	17.253219
6	load	3.091774	1.545064
7	login	0.643537	0.000000
8	page_view	47.663682	29.785408
9	purchase	0.237829	0.000000
10	scroll	4.518747	7.381974
11	select	1.203134	0.000000
12	sign_up	0.335758	0.000000
13	sign_up_p	0.335758	0.000000
14	submit	15.221041	10.557940
15	switch	5.707890	1.459227
16	user_engagement	10.492445	29.098712
17	view_item_list	1.091214	2.060086

Page View Event:

Control Group: 29.79% Alternative Group: 47.66%

Analysis: The alternative group has a higher percentage of page views, indicating increased user engagement.

User Engagement Event:

Control Group: 29.10% Alternative Group: 10.49%

Analysis: Despite having fewer page views, the control group has a higher percentage of user engagement events, suggesting amount of time more spent on web page.

Sign-Up and Purchase Events (Goal of Experiment):

Control Group: 0% for both "sign_up" and "purchase."

Alternative Group: "sign_up" is 0.34% and "purchase" is 0.24%.

Analysis: The alternative group shows occurrences of both "sign_up" and "purchase" events, aligning with the goal of the experiment. The control group shows no occurrences of these events.

Overall Interpretation:

The Alternative Group appears to align with the goals of the experiment, showing occurrences of both "sign_up" and "purchase" events. The increase in page views also suggests higher user interest or engagement.

Conclusion

- The analysis showed the effectiveness of the Alternative Group in achieving the desired events.
- users in the control group are spending more time on the website, reflecting positive engagement. However, this engagement is not translating into the desired actions like signing up or making a purchase.
- analysis reveals superior engagement within the alternative group, reflected in higher interaction rates with essential elements of the website. This improved interaction is indicative of a more resonant user experience, highlighting the effectiveness of the alternative approach in connecting with audience.