

## Final Recommendation – A/B Test Results

The A/B test compared the Control group (current strategy) with the Test group (new strategy).

Key findings:

- Control conversion rate: 10.0%
- Test conversion rate: 12.0%
- Difference: +2.0% (95% CI: [0.3%, 3.7%])
- Statistical test: Two-proportion z-test
- P-value: 0.03 (< 0.05 threshold)

Interpretation:

The difference in conversion rates is statistically significant at the 5% level.

The Test group outperformed the Control group, showing higher customer conversions.

Business Recommendation:

We recommend rolling out the new strategy (Test group) to all users, as it is expected to improve overall conversion and revenue.

Further monitoring is advised to validate long-term performance and ensure consistency across different customer segments.