

Total Number of Users

1K

average sing up time (sec)

147.16

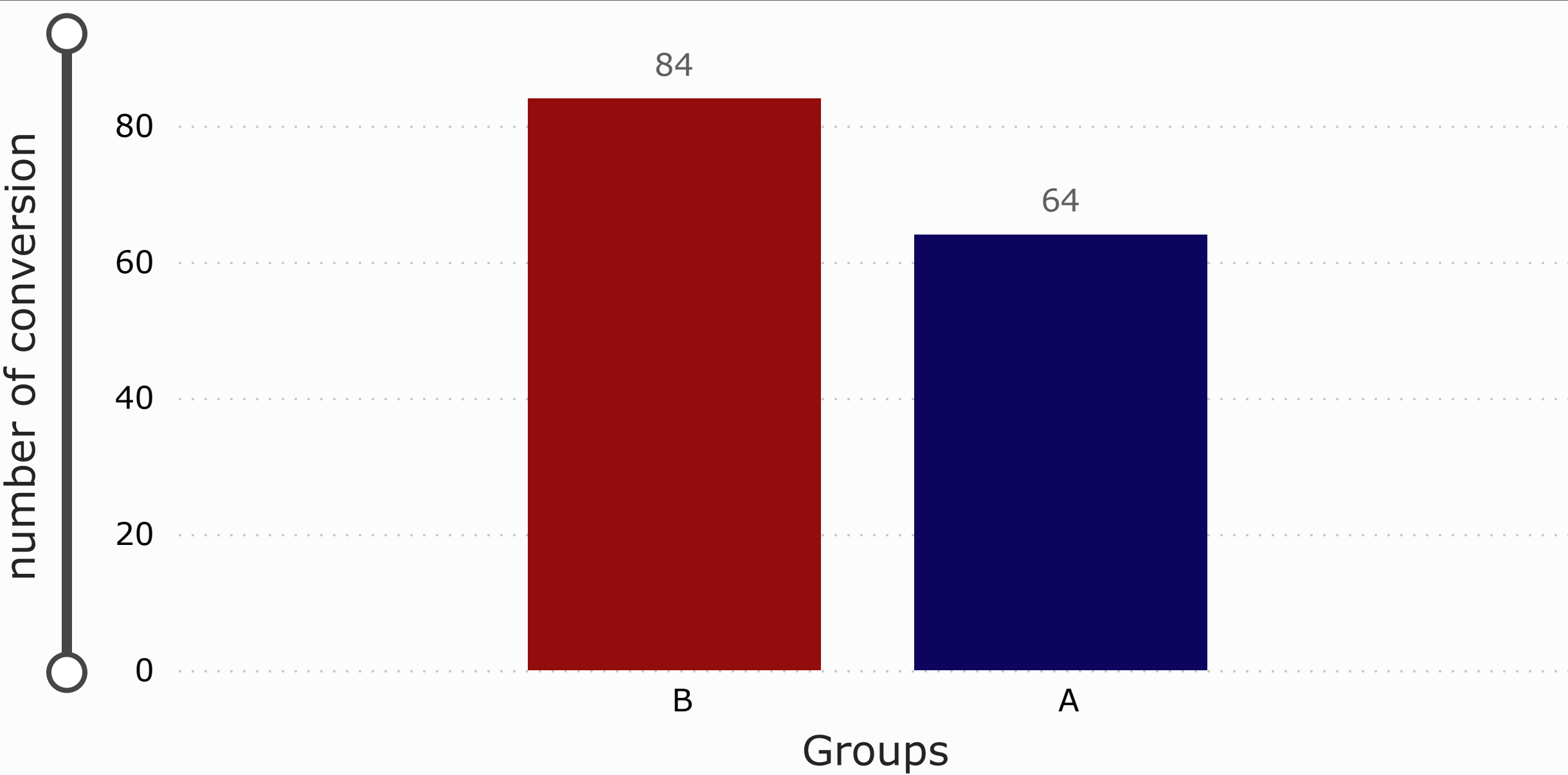
Conversion Rate %

0.15

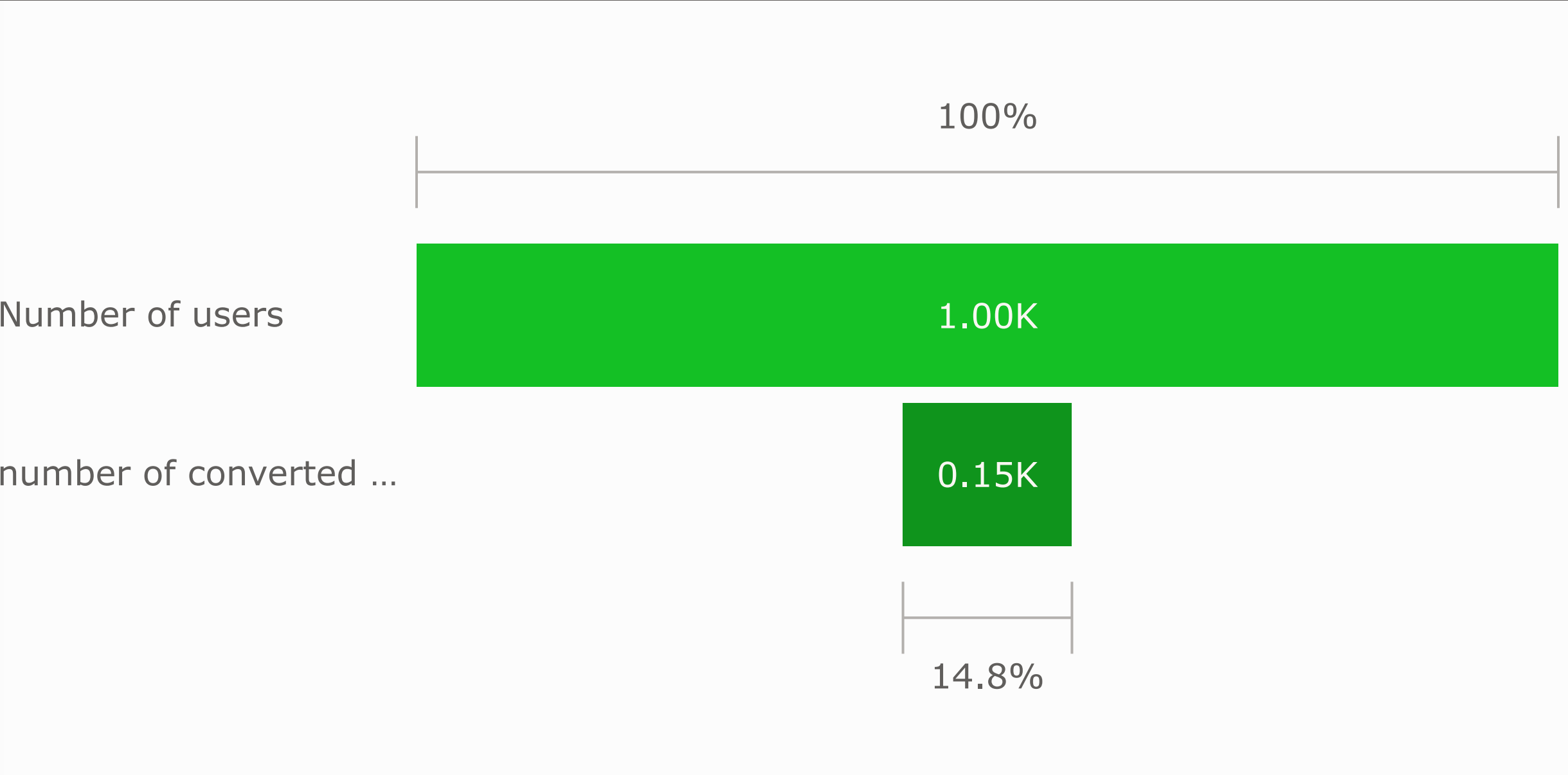
Countries

- ☐ Germany
- ☐ India
- ☐ Others
- ☐ UK
- ☐ US

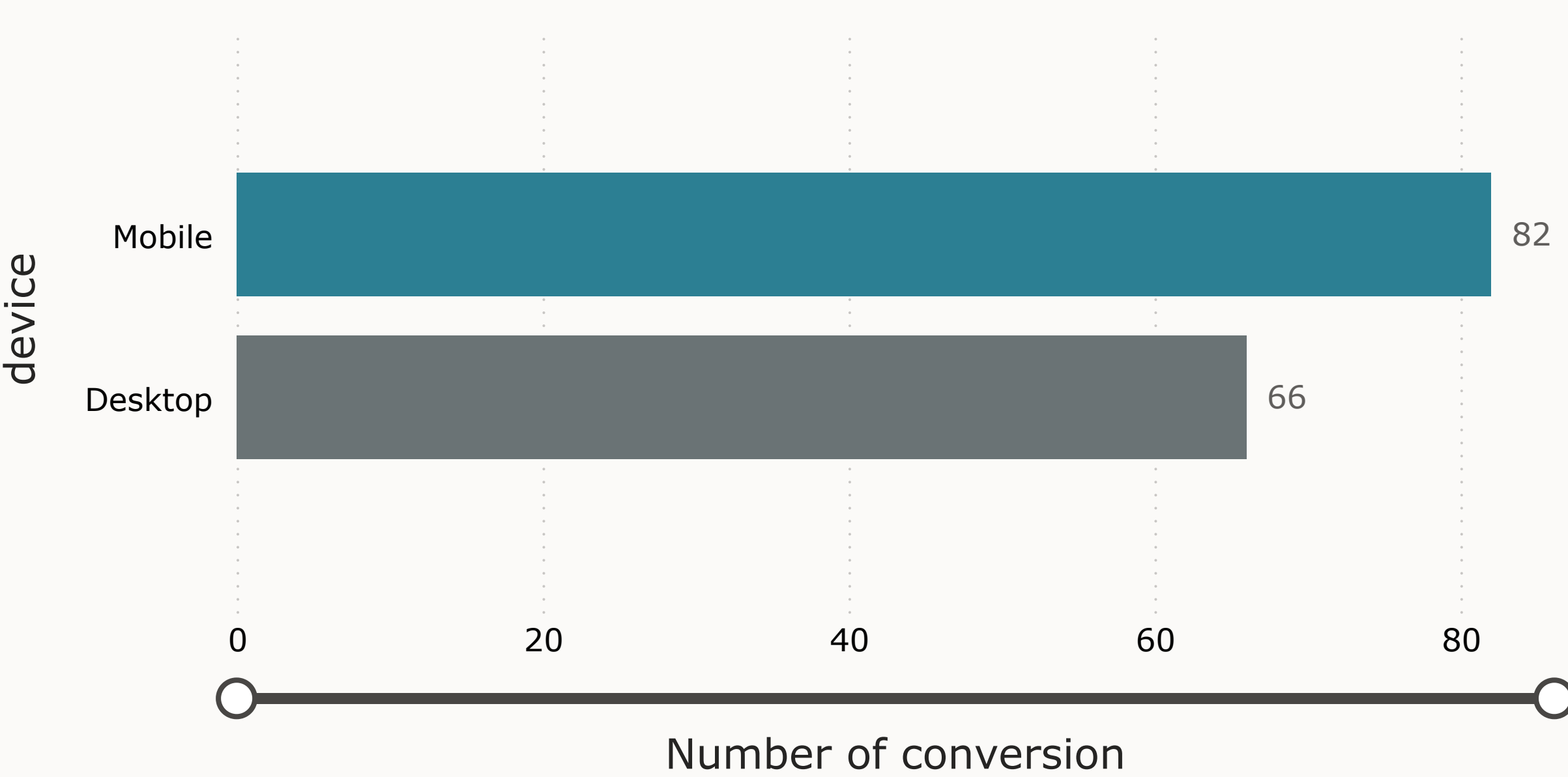
Conversion rate by group (A vs B)



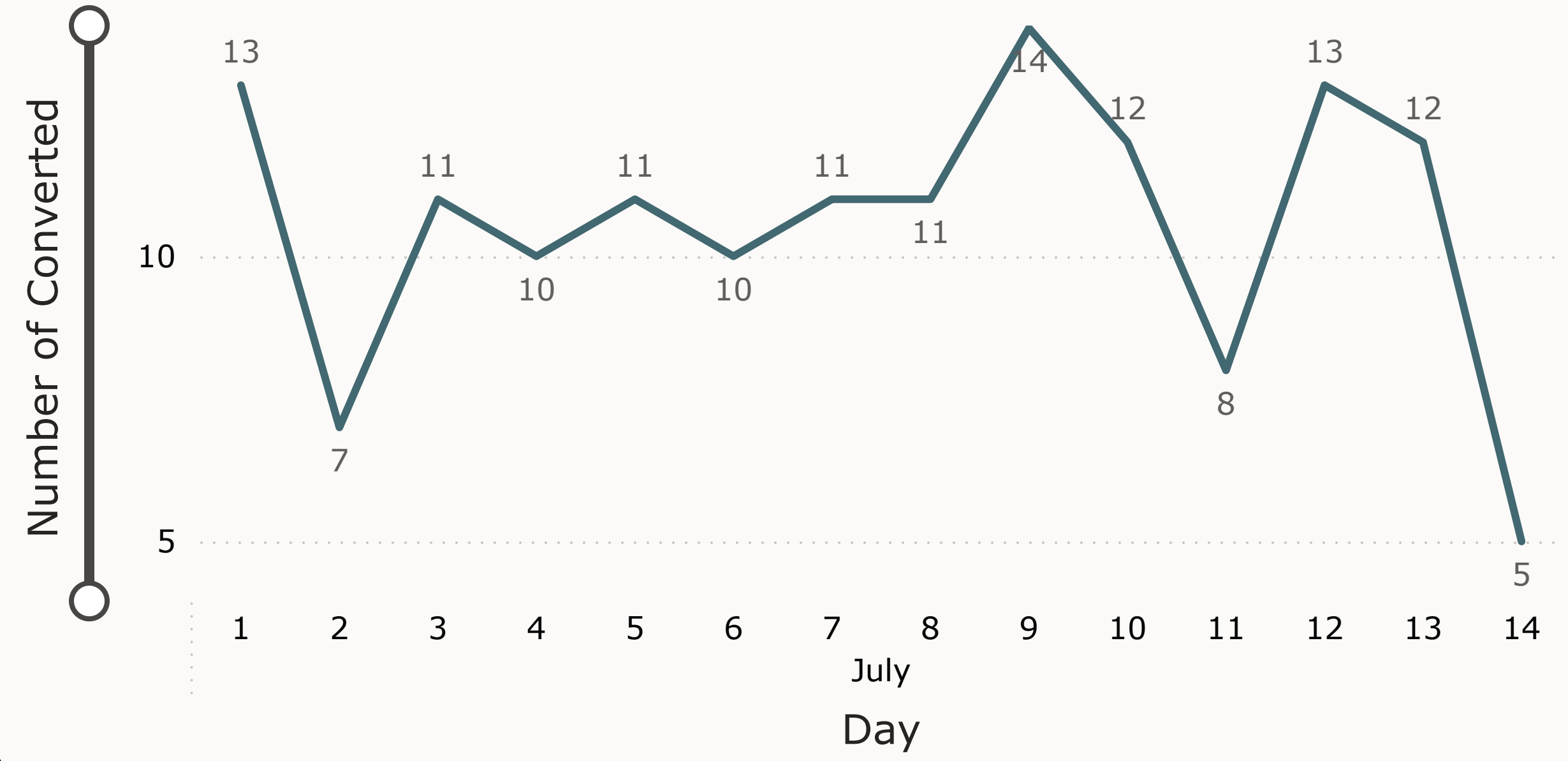
Visitors → Converted



Conversion rate by device



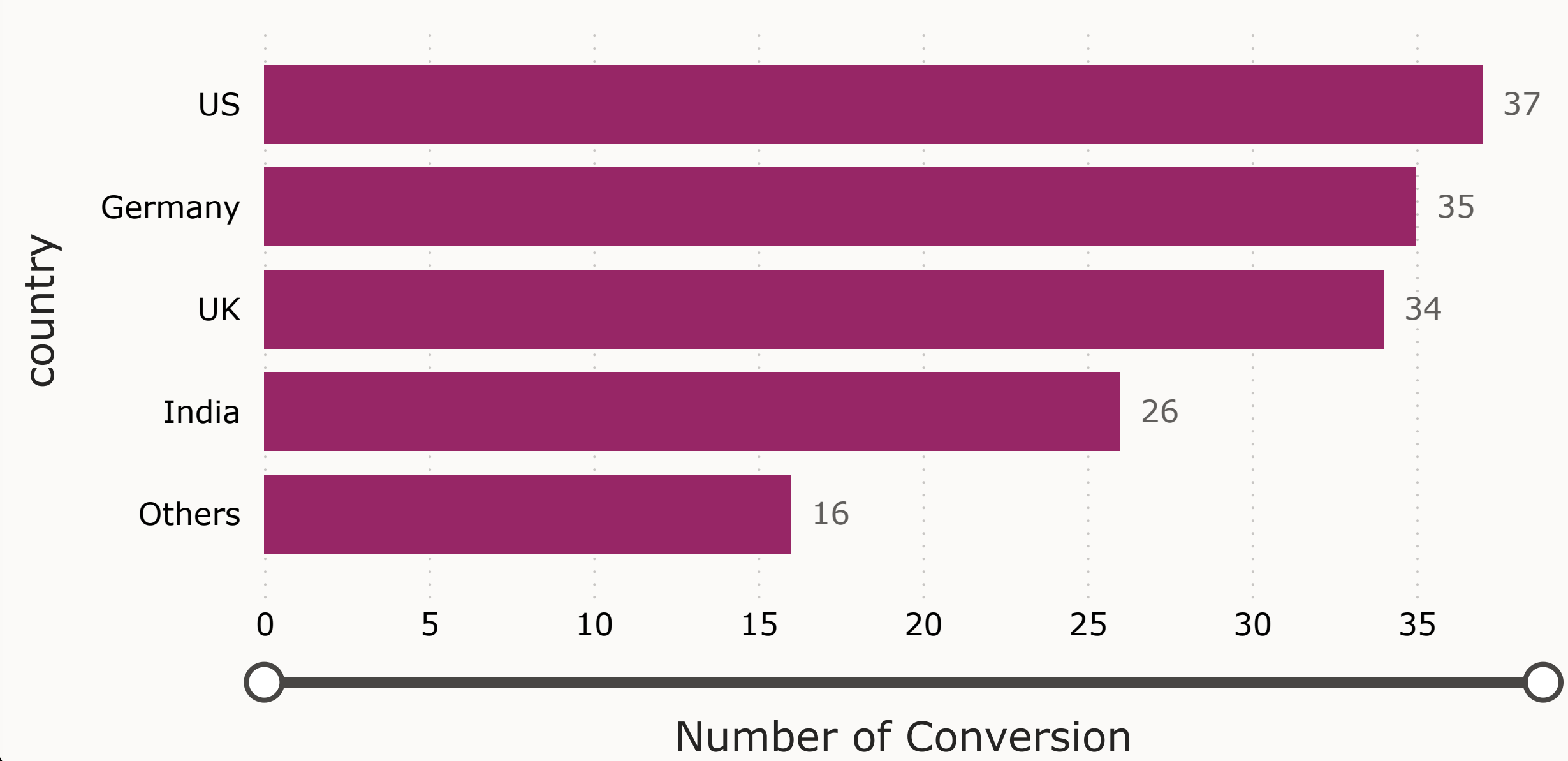
Daily conversion trends



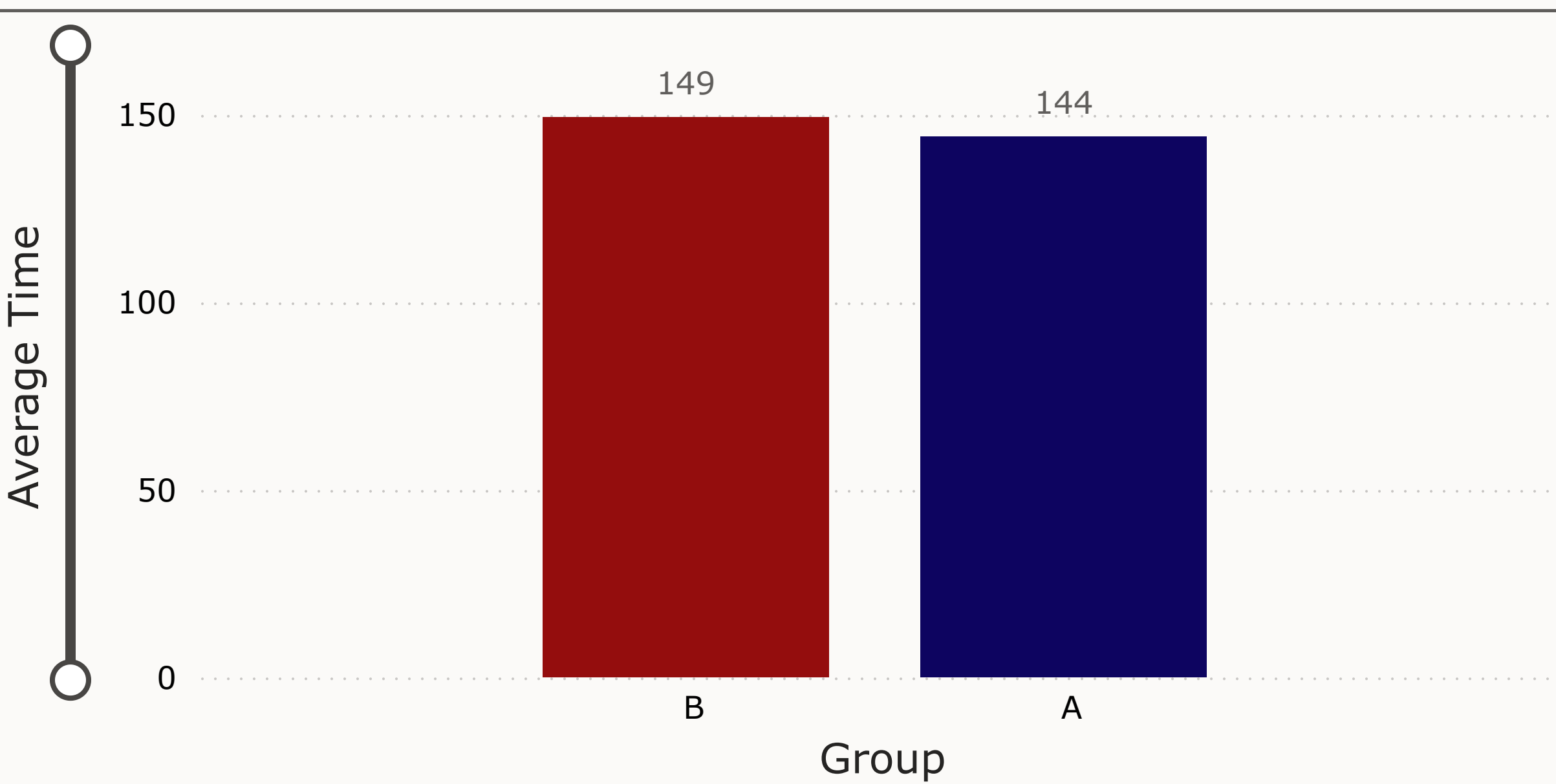
Conversion rate by country and device

country	Desktop	Mobile	Total
Germany	16	19	35
India	15	11	26
Others	8	8	16
UK	11	23	34
US	16	21	37
Total	66	82	148

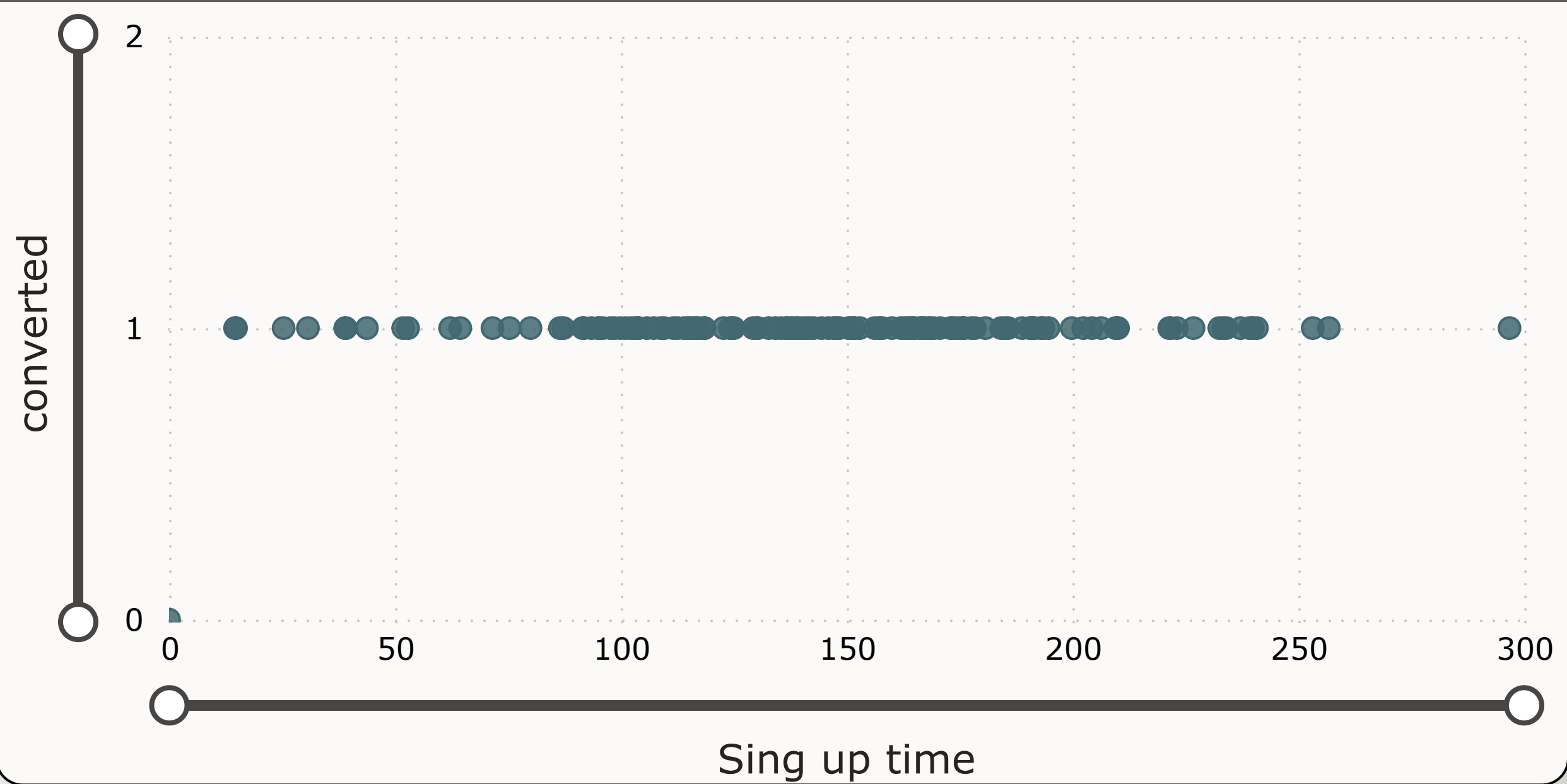
Conversion rate by country



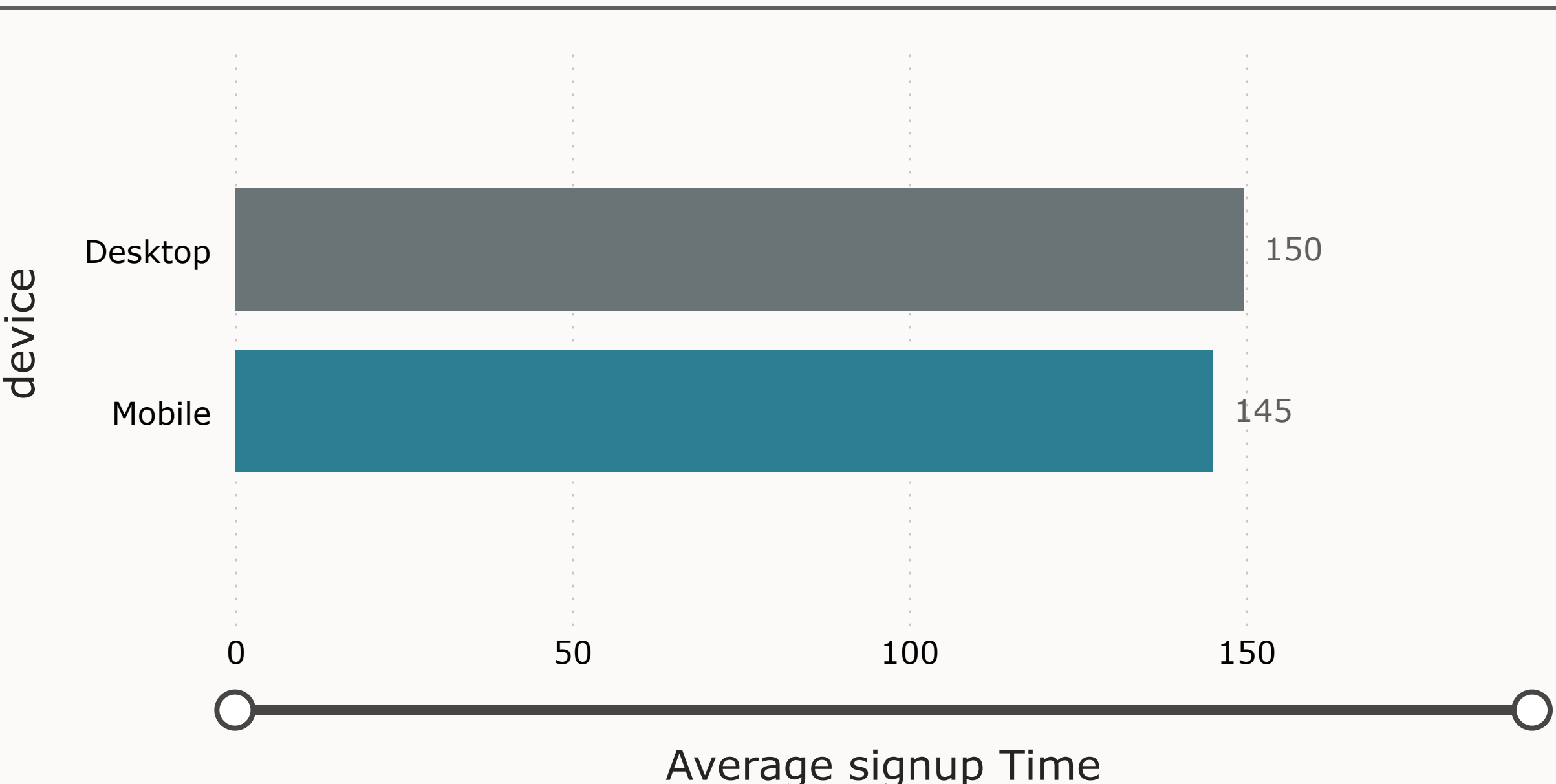
Avg. signup time by group



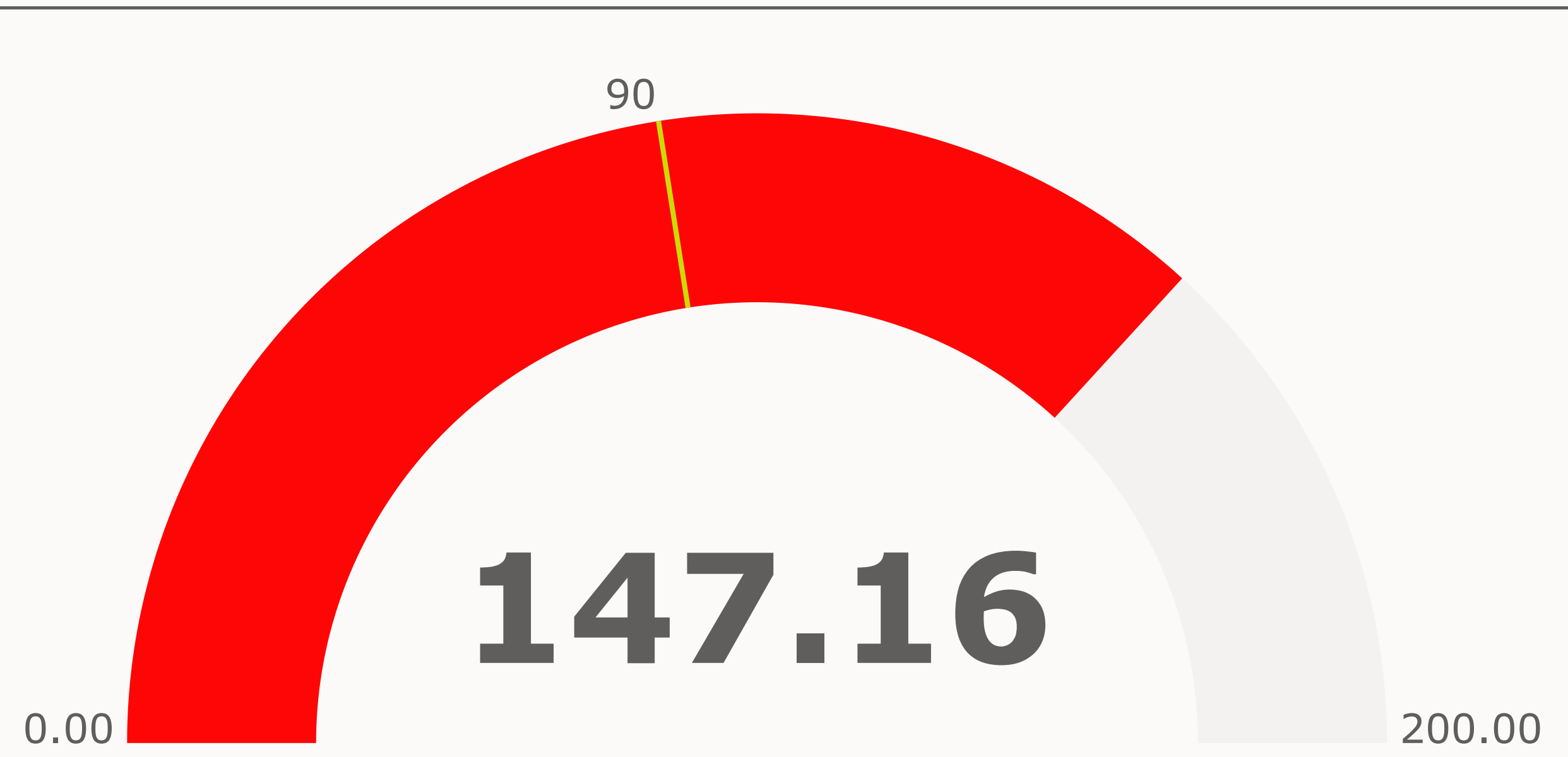
Conversion Rate vs. Average Sign up Time



Avg. signup time by device or country



Signup Time vs Target



Conversion rate %	
A	0.13
B	0.17

Average Sing up Time	
A	144.23
B	149.40

Number of Users	
A	500
B	500

A/B Test Verdict	
<div><div><div>✓</div></div><div>A/B Test Result: Statistically significant (p &lt; 0.00001)</div></div> <p>Feature B's conversion rate is higher than Feature A, and the difference is extremely unlikely to be random.</p>	