

Daily experiment analysis

Experiment Start

Select Date

Days

Unique users

The experiment is concluded.

6/1/2025

6/30/2025



CR was evaluated using a classical Z-test for proportions, and ARPU using the Mann–Whitney test, with a significance level of $\alpha = 0.05$. The Control and Variant samples differ significantly.

Conversion Rate

Users with purchase / Users with checkout



3.87%

CR Lift

0.007

CR P-value

ARPU



9.05%

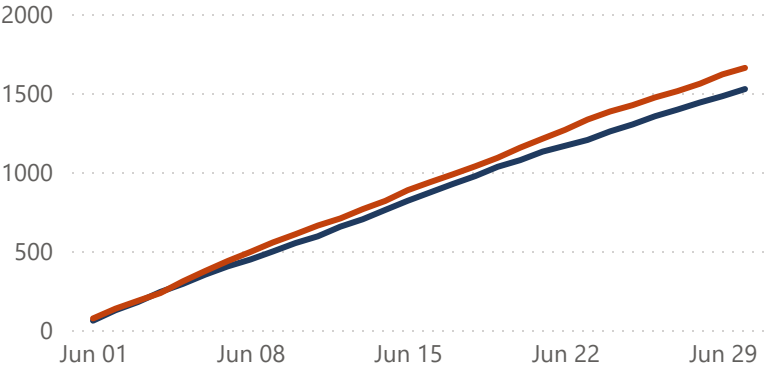
ARPU lift

0.016

ARPU P-value

Daily cumulative purchases

Control Variant



Daily cumulative revenue

Control Variant

