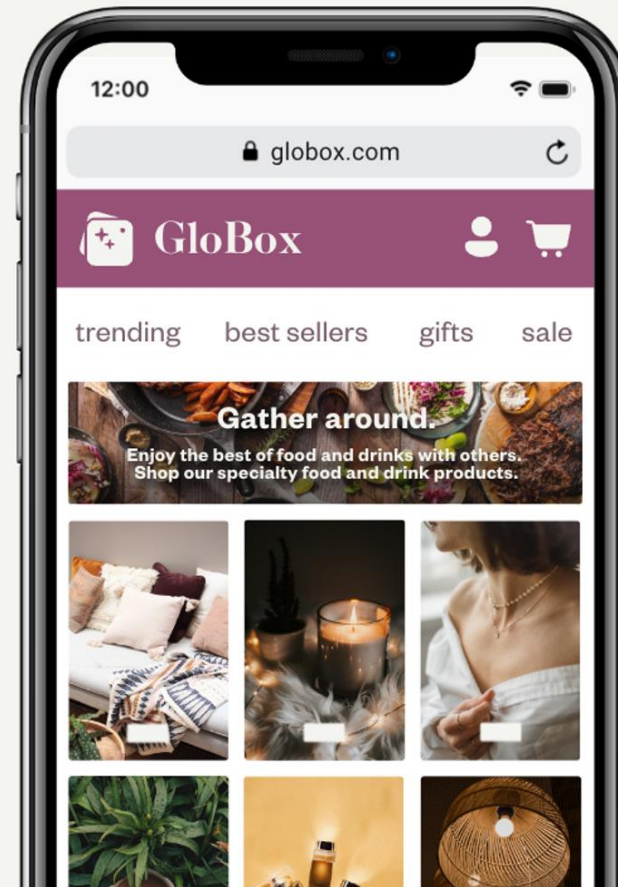


Globox A/B Experiment

Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner



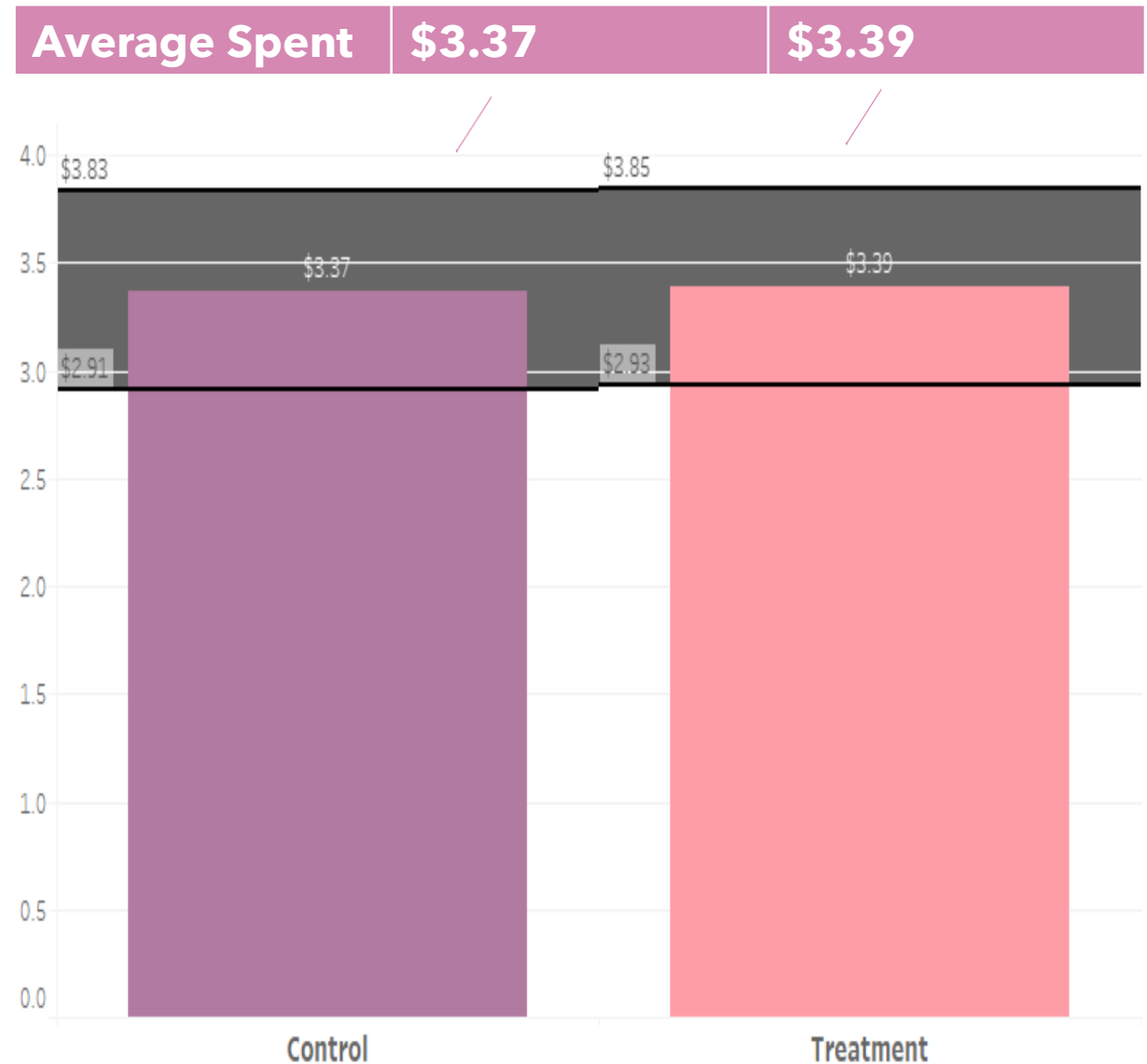
What is important to us here at Globox?

- **Revenue?**
- **User activity?**
- **Brand perception?**
- **How do the results from the experiment tie in with this question?**



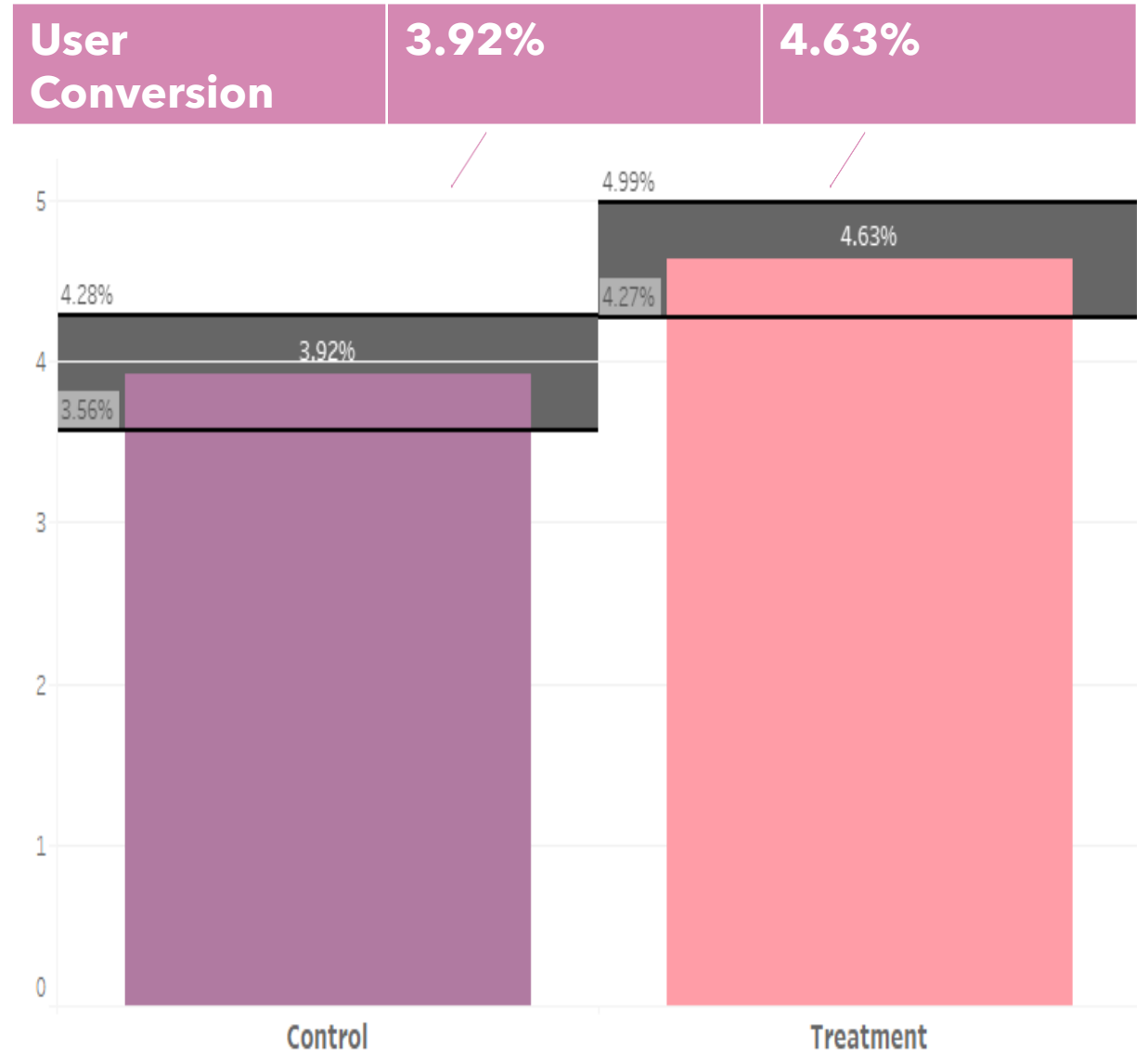
Analyzing the impact of the banner on the average amount spent

- There was no strong statistical evidence showing that the banner increased the average amount our users spent between groups.
- This is represented by the bars in the chart, visualising the probability of error.
- We saw an average increase of \$0.02 per user between the two groups.

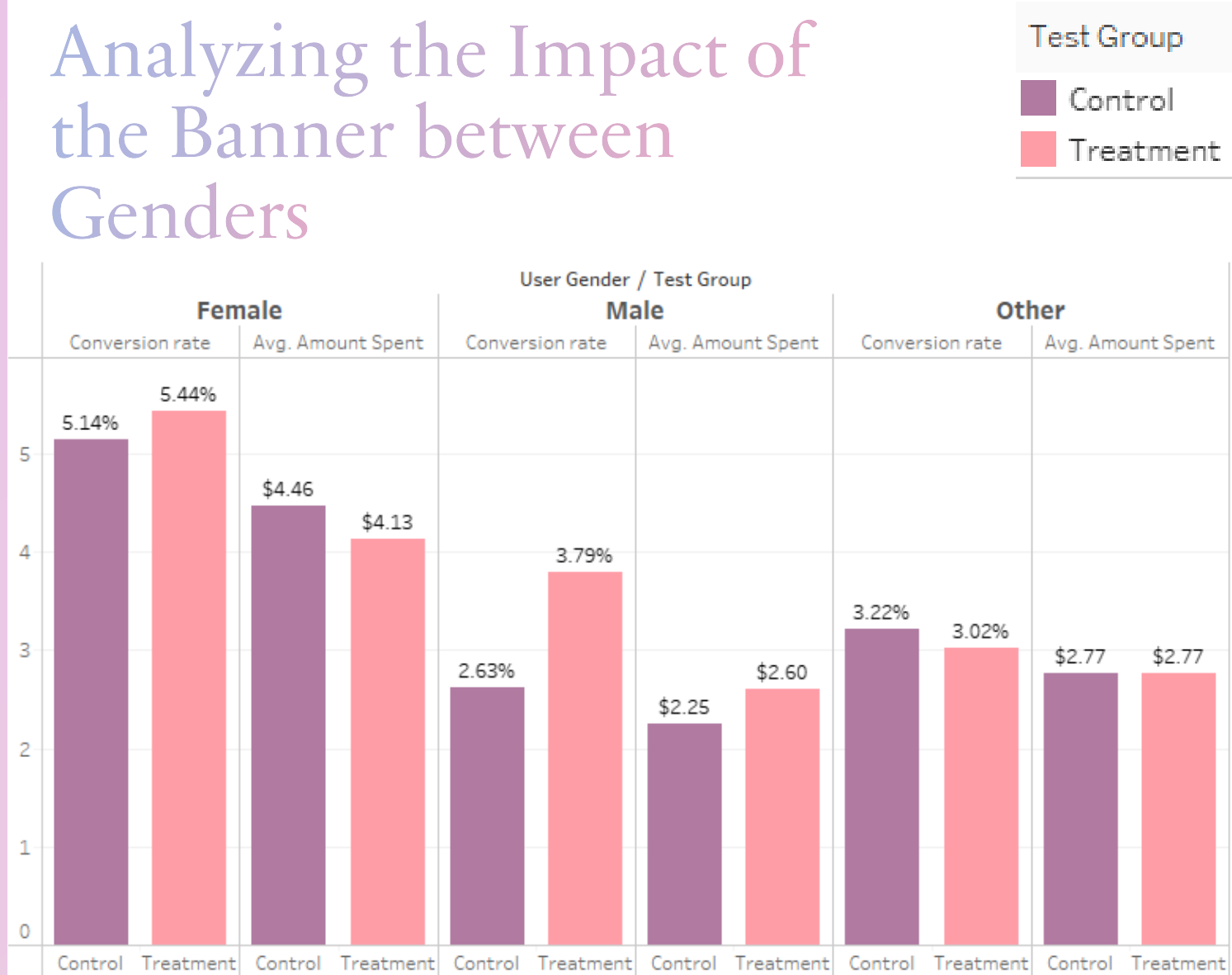


Analyzing the Impact of the Banner on User Conversion

- There was strong statistical evidence showing that the banner increased the user conversion rate between groups.
- This is represented by the bars in the chart, visualising the probability of error.
- We saw an increase of 0.71% of user conversion between the two groups.

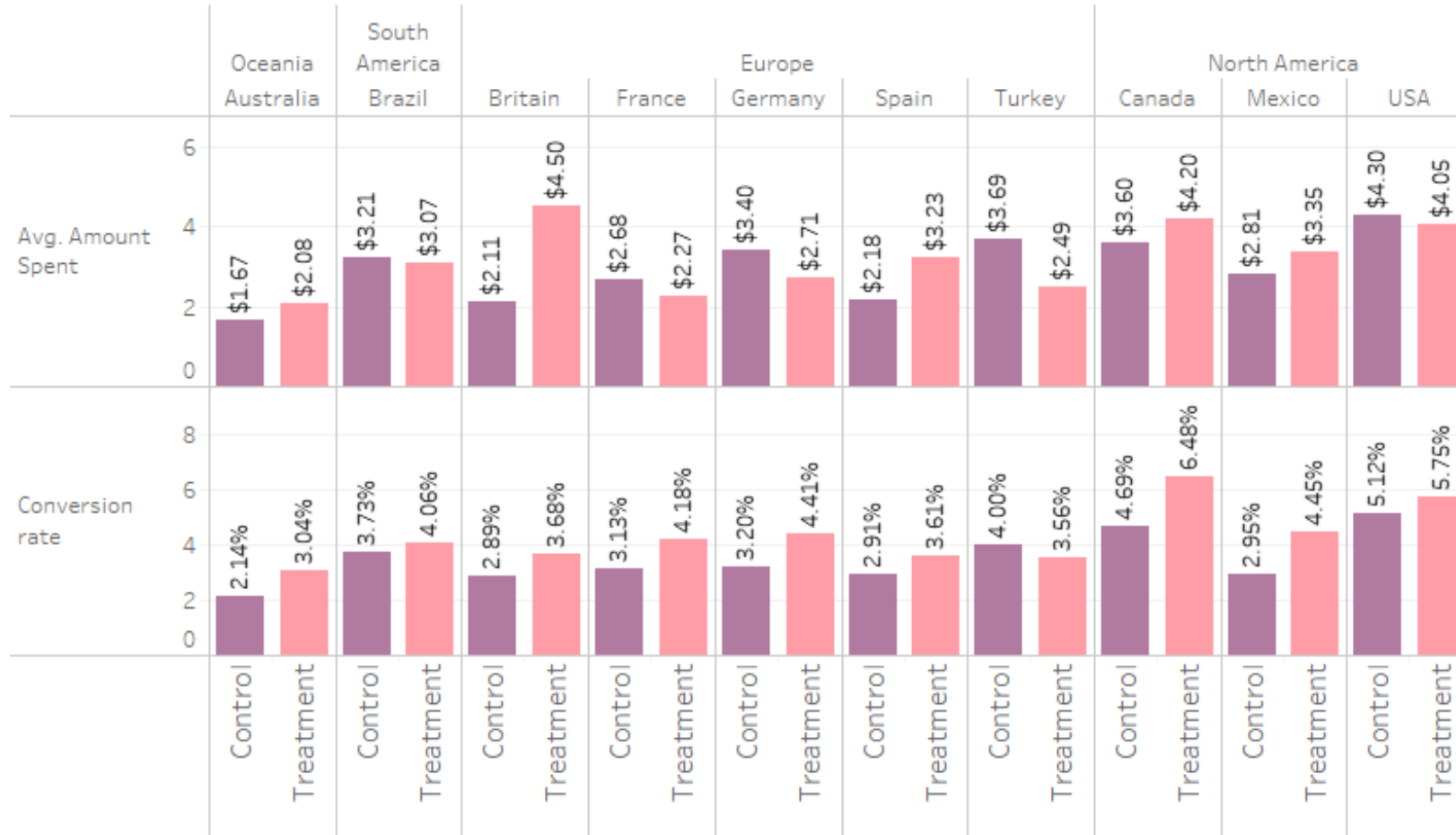
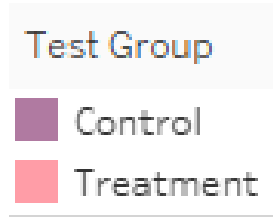


Analyzing the Impact of the Banner between Genders



- The test metrics demonstrate variations among different genders.
- The sample consists of similar proportions of males and females, enabling a fair comparison between the two groups.
- The largest increase in both metrics was found with male users.

Which countries within specific Regions were most affected by the banner?



- The impact of the banner varied across different countries.
- There is no clear and consistent trend observed within regions.
- Despite the fluctuations observed, we can still leverage this variability to our advantage.
- Would it worthwhile to invest time and resources in adapting marketing campaigns to different countries?

Important questions to ask

- Moving forward, at this stage we consider the experiment to be a success? Continuing with the banner is
- In my opinion, it has been successful as conversion rate has risen and the average amount spent has not decreased.
- If the banner were to be permanent, would this effect our brand perception?
- Do we have the right data to make informed decisions?
- Who will this affect, and how will it impact their day-to-day activities?
- How will we decide when the experiment is over and how will we determine its value?
- What if we don't like the results?

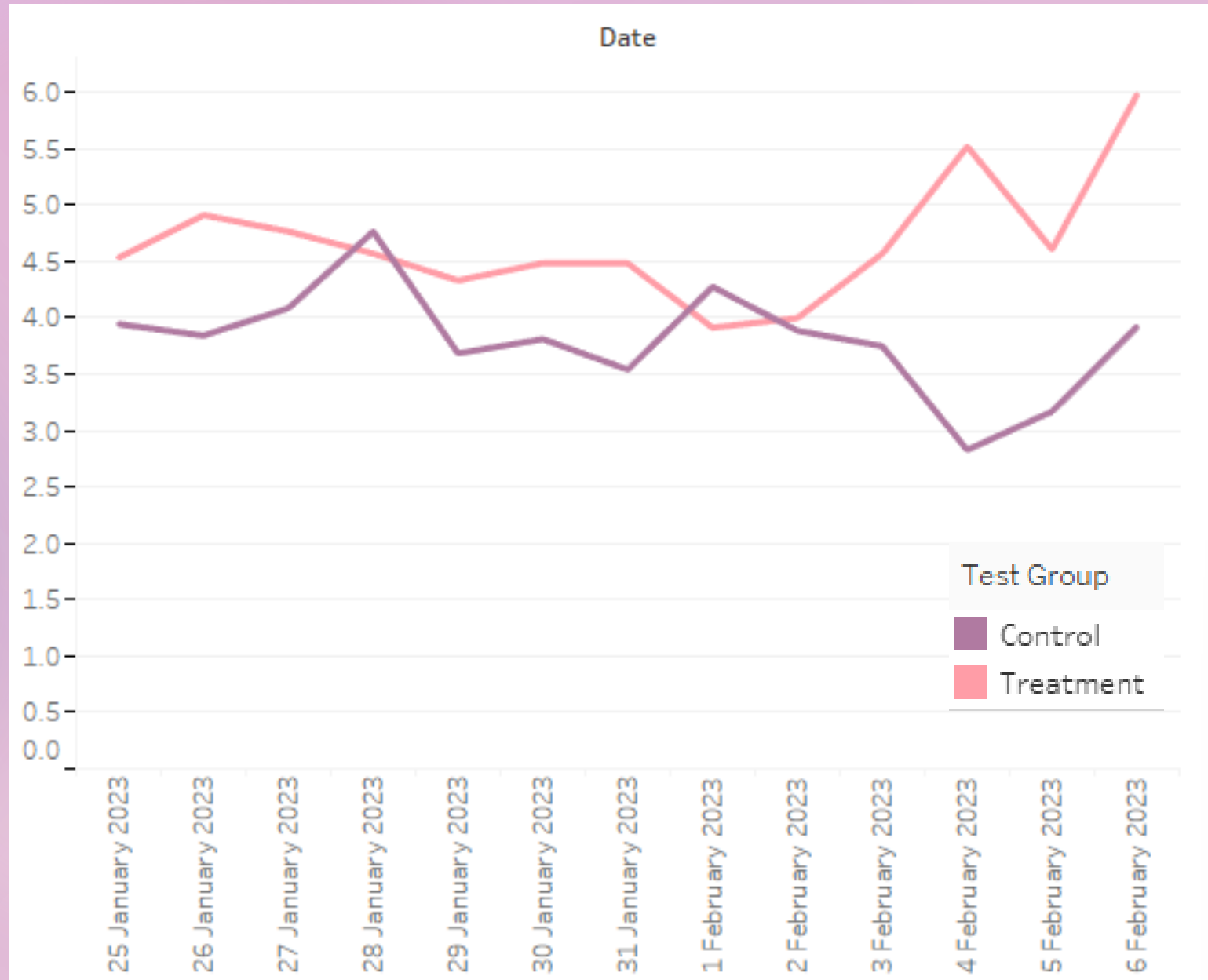
If our aim is to expand on the food and drinks category

Advisable
alongside
Adjustments



Was there a novelty effect when we first introduced the banner?

- There isn't an immediate change in conversion with the treatment group.
- Only with time is there an upward trend.
- I conclude that there was not a novelty effect, the banner did not impact on the early days of the experiment.



Moving Forward

- How much will this cost the business for the foreseeable future?
- In order to draw meaningful conclusions about the population based on observed conversion rates alone, a statistical test indicates that a minimum sample size of 60,600 would be required. This ensures the reliability and validity of our inferential conclusions.
- The total sample size from our experiment was 48943 users, committing to the banner will cost vast amounts of time and capital.
- Only when we reach this sample size would we have comprehensive understanding of impact of the banner and we should acknowledge the results may not align our expectations.

Test Metric	
Conversion Rate	60,600
Average Amount Spent	182,164

Moving Forward

To conclude

- We may need new methods of gathering data.
- Mei may have to re-think strategies.
- Leila will need a clear-cut plan on how to manage this project.
- Alejandro may have to re-think the design of the banner.
- Our goals will have to be as clear as possible.
- As the bottom line is, we will have to change our approach.
- My question to the team to decide as one ---

Is undertaking this project worth the time and money if we don't see an increase in revenue?



- **I suggest we continue the project with iterations**