

A/B Testing: Food & Drink Section Banner



User A/B Test of New Banner



Dividing the users randomly between two groups: A and B



Showing the treatment group (B) the new banner for the span of the experiment*



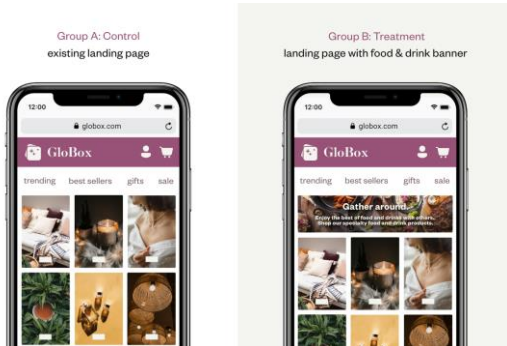
Conducting Statistical Analyses



Conclusions



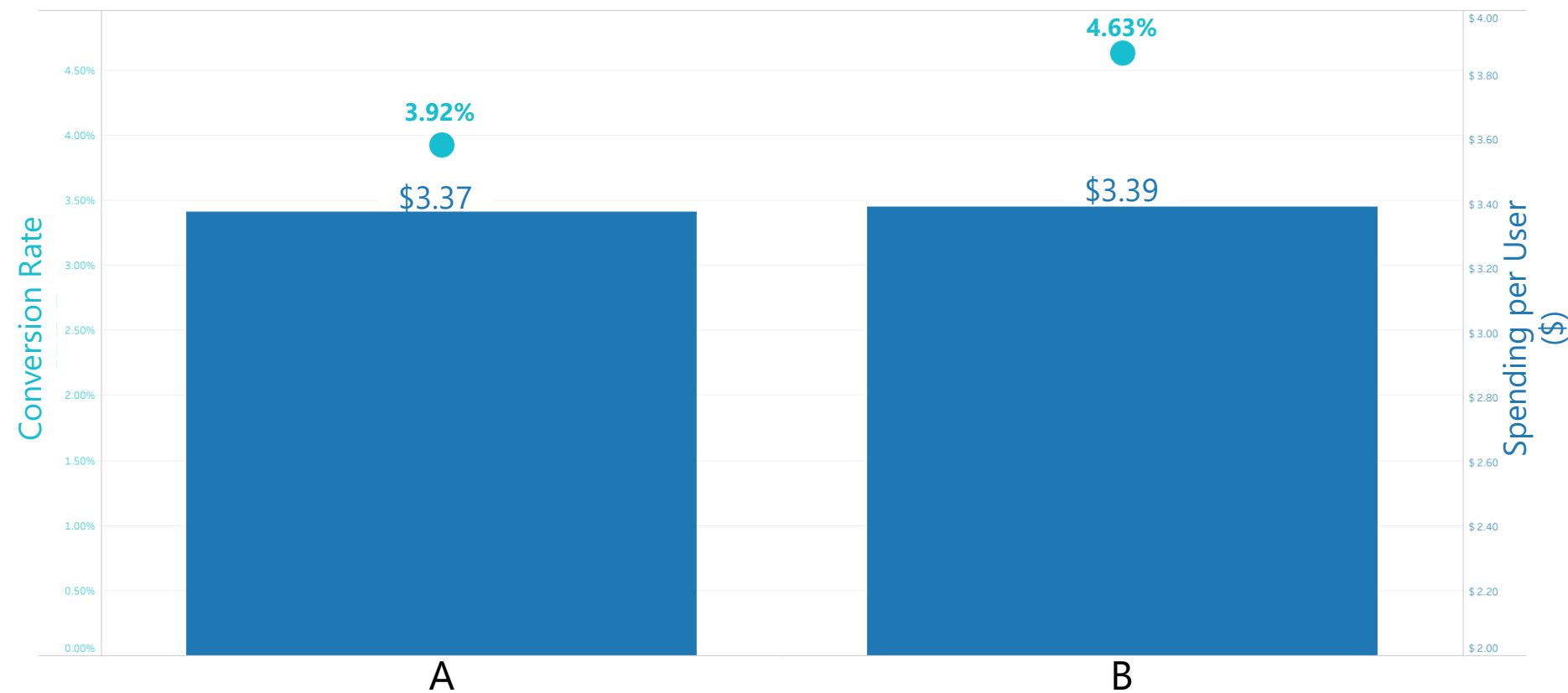
Recommendations



* The test was conducted for 12 days from January 25th 2023 to February 6th 2023

Statistical Analyses | Conversion Rate & Spending

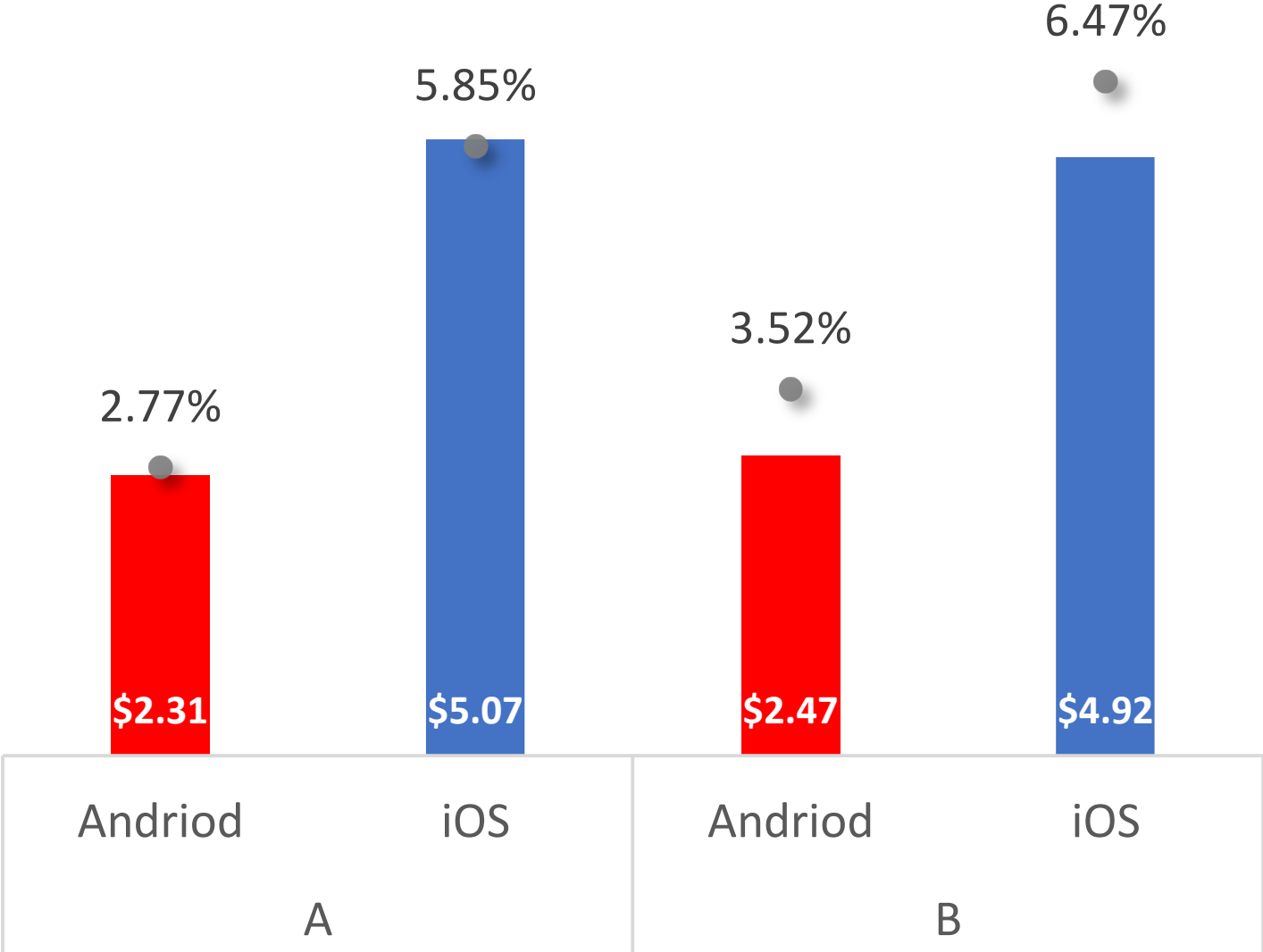
The treatment group has a much higher conversion rate,
but the spending per user hasn't increased significantly*



* At 95% confidence level

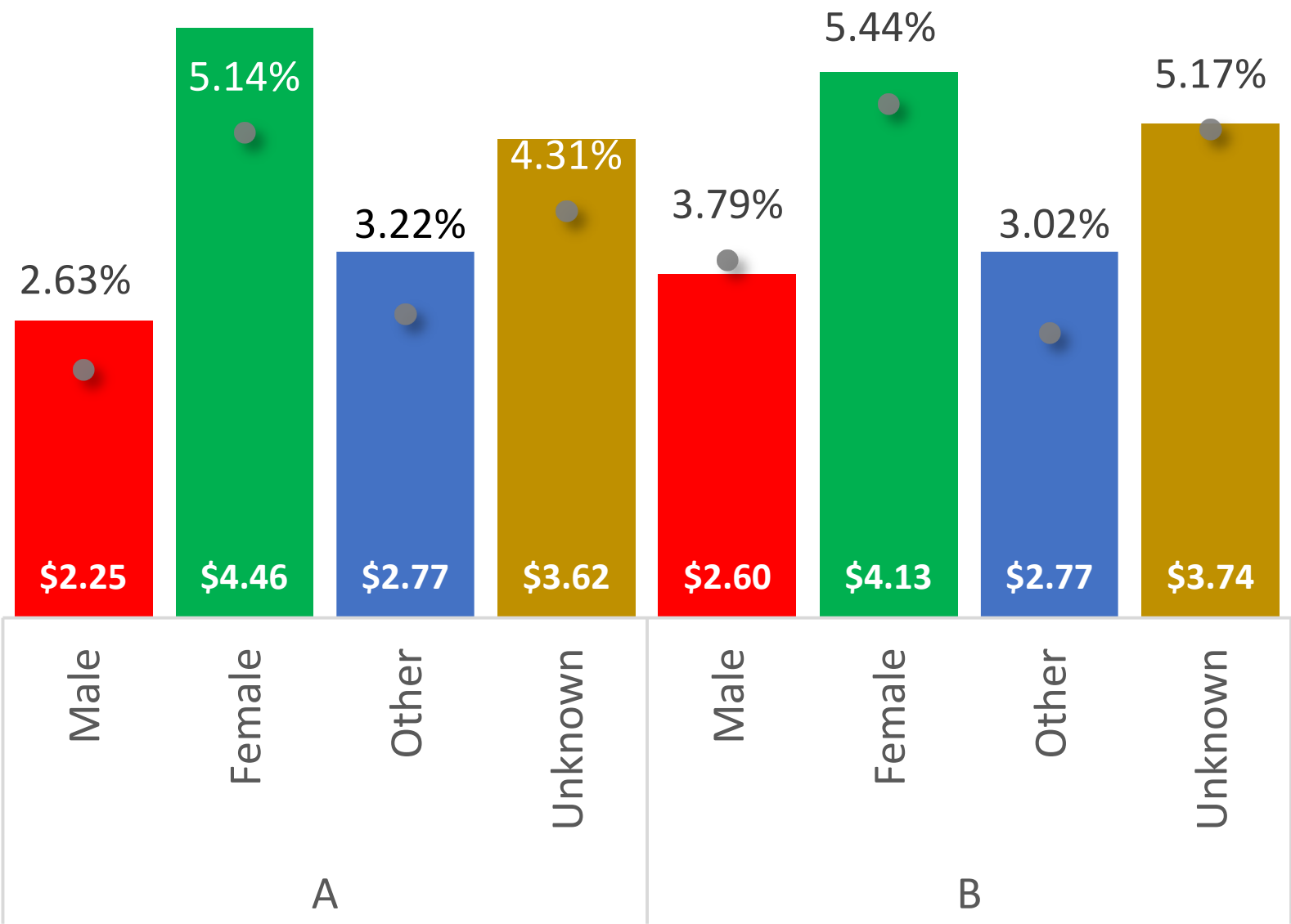
The sample size and randomization of the groups, as well as independent users qualify for normal distribution tests

Statistical Analyses | Further Conversion Rate & Spending Insights 1/3



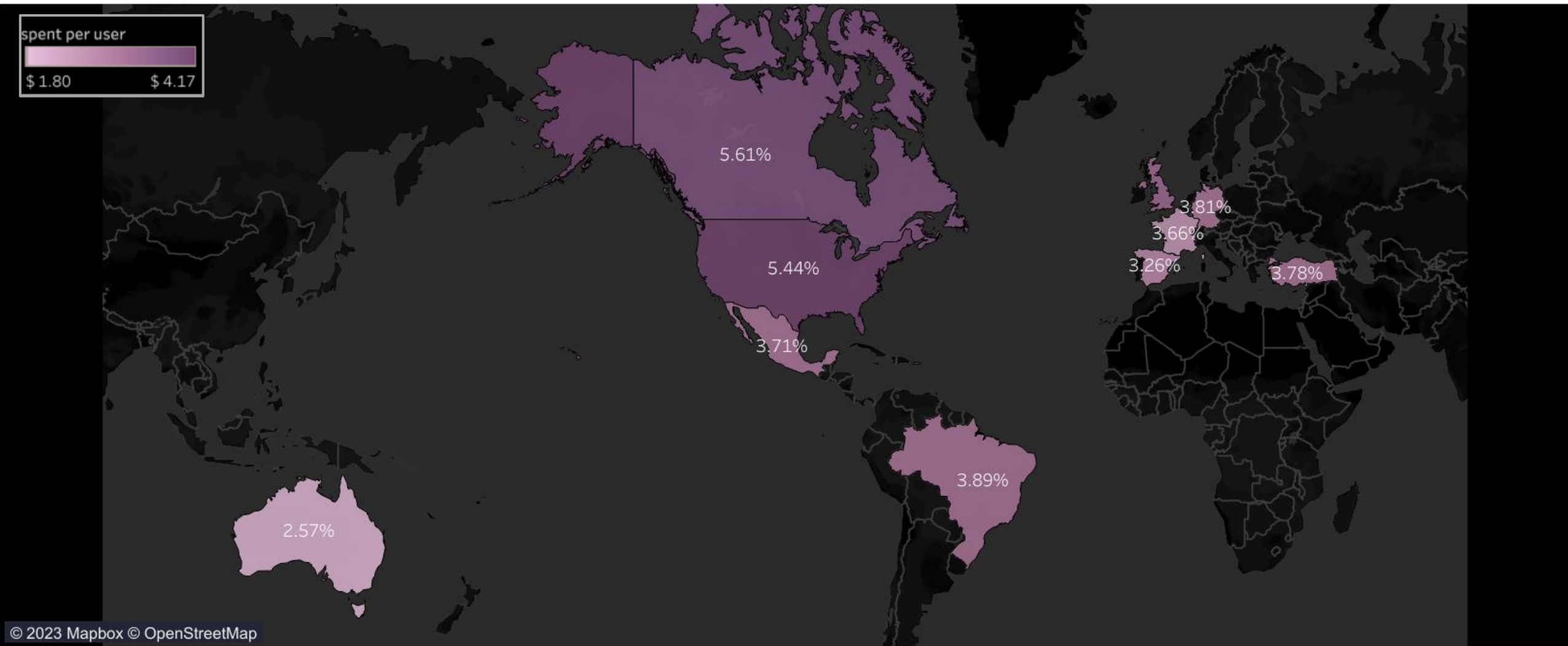
Conversion rates (%) went up for both Android and iOS users, but only **Android** users showed an **increase in average spending** (\$)

Statistical Analyses | Further Conversion Rate & Spending Insights 2/3



Conversion rates (%) increased for all genders except "other," while **average spending (\$)** only rose for **males**

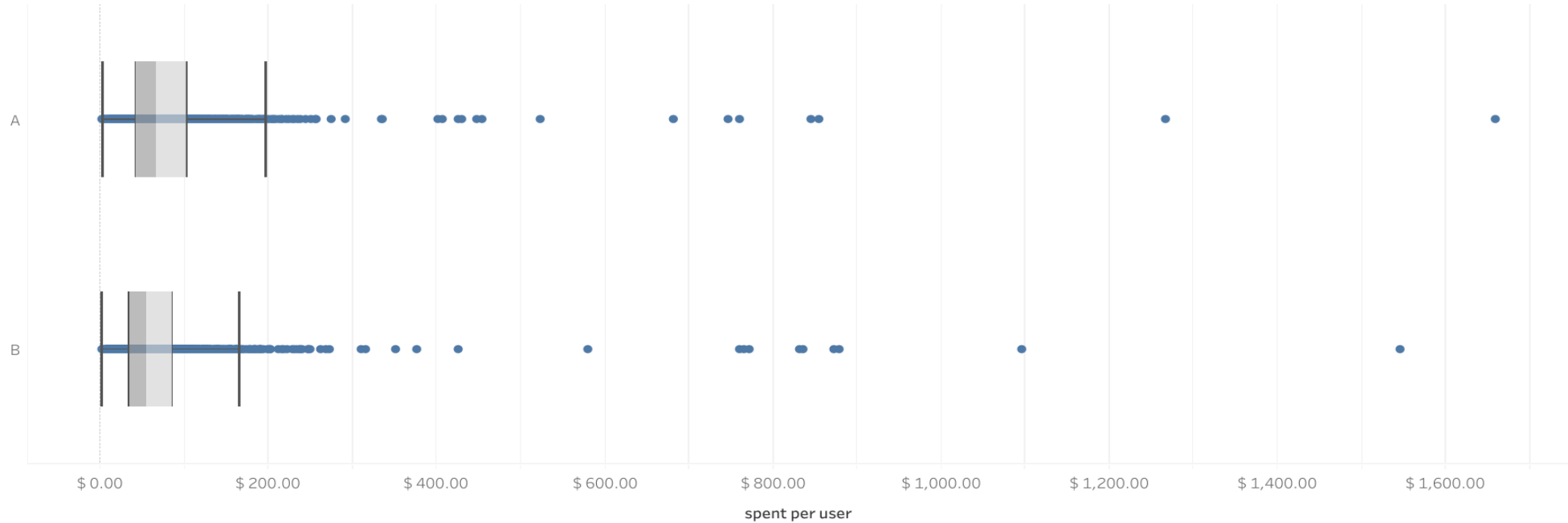
Statistical Analyses | Further Conversion Rate & Spending Insights 3/3



The **North-American** market has shown the **highest spending per user** as well as conversion rate, followed by the Central and South Americas, Europe and lastly Australia

Statistical Analyses | Distribution of Average Spending per User

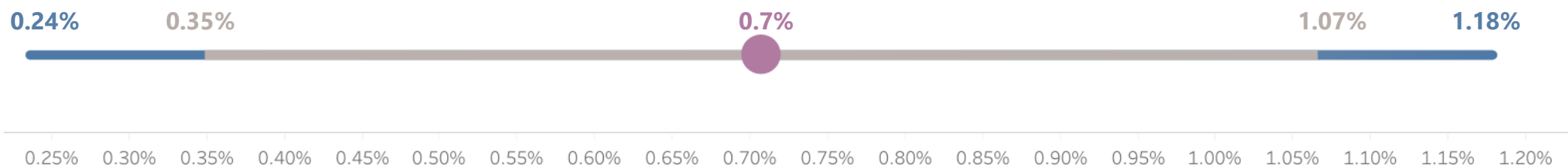
Distribution of avg. spending by Group



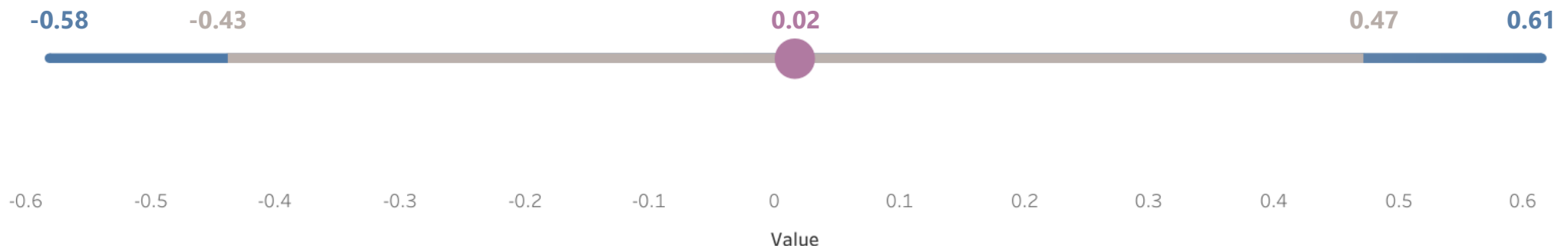
The distribution is **extremely spread out**, with numerous outliers in both groups.

This strongly suggests that the **analysis outcome may be skewed**
and require further review

Statistical Analyses | Confidence Levels



Average spending per user (\$):

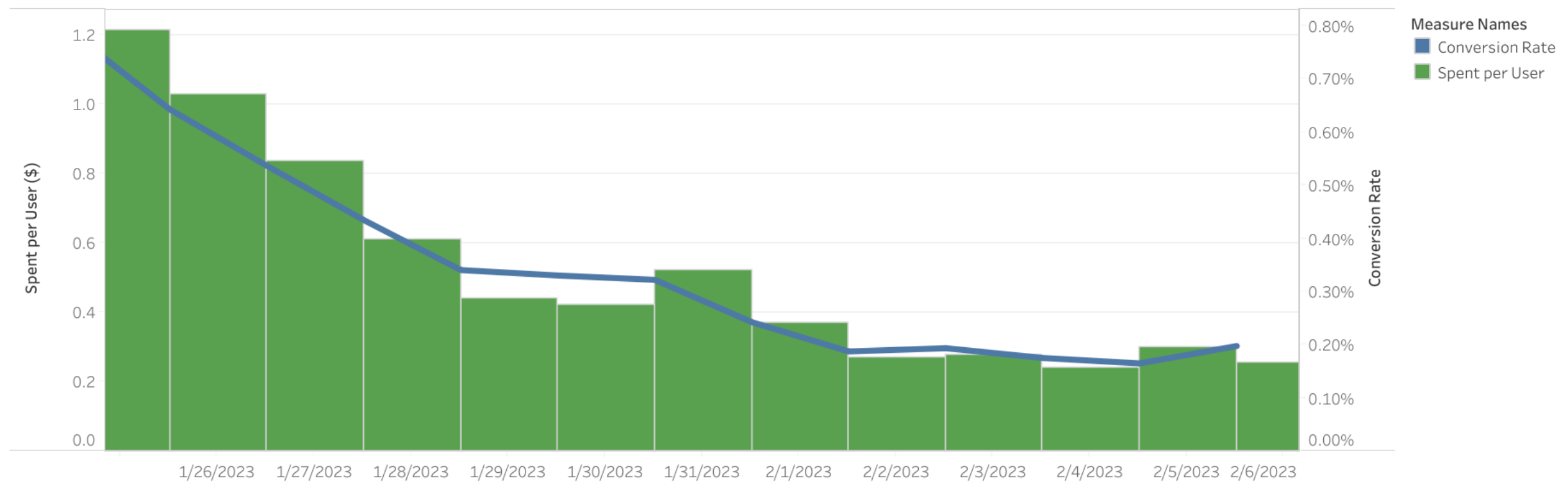


Due to the wide spending range, with a tiny margin of error,
the **results lack conclusiveness**







Statistical Analyses | Novelty Effects

To check the existence of novelty effect, the key measurements has been calculated over the experiment span



There is a **noticeable novelty effect**, as both the conversion rate and the average spending has decreased over time

Conclusions and Recommendations

- | | | |
|---|---|--|
| 1 The banner increased overall conversion rates |  | Use banners as a marketing tool |
| 2 Food and drinks section didn't increase spending |  | Reconsider further investment in the section |
| 3 Spending only increased in North-America |  | Boost involvement in this market |
| 4 Significant novelty effect |  | Investment based on market research |