

A/B testing

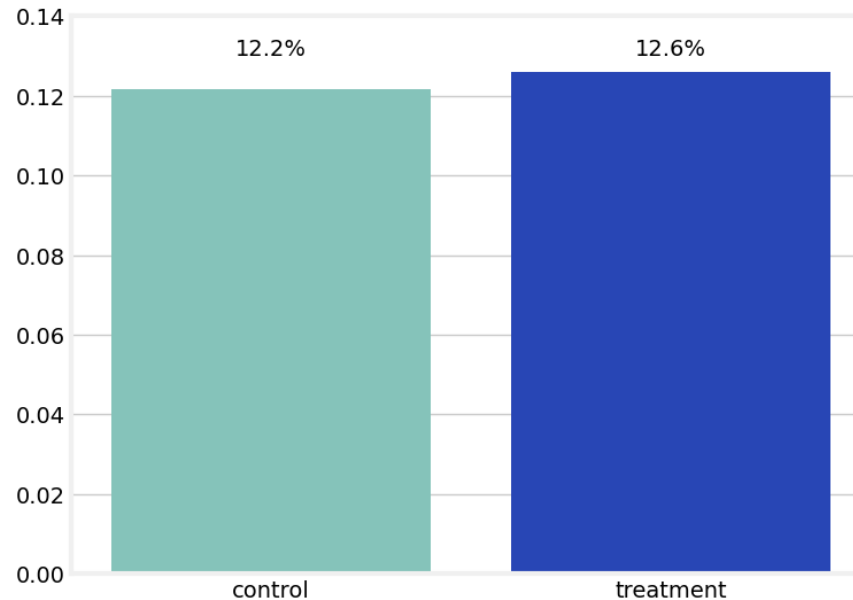
Scenario: Our **current conversion rate is 12.2%**, and using a new design, we want to **reach 14%** with a **confidence level of 95%**.

1. Pre-processing

Data was cleaned to include only unique users.
Our sample size were 2 random sampling groups with +4433 users each for control & treatment

2. Conversion rate per group

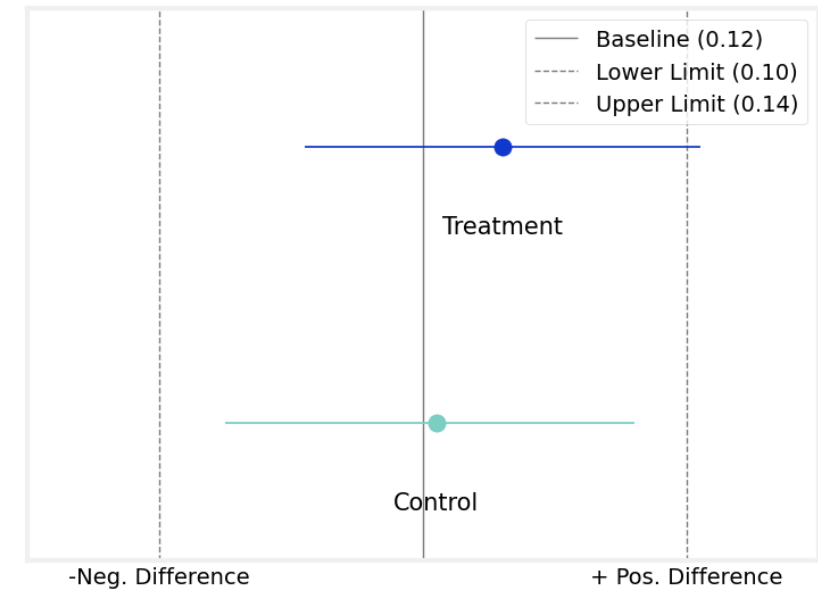
Control group's conversion rate: 12.2%;
Treatment group: 12.6% (+0.4% increase).



3. Hypothesis & Results

H₀: No significant difference

H₁: Significant different between control and treatment group.



4. Conclusions

Relative difference: +0.4%. Target of 14% was not met.

With a **p-value of 0.519** surpassing the $\alpha = 0.05$, the **H₀ stands**, showing no significant difference from the old version.