

A/B Testing Group 6

GG e-commerce is trying to sell more online classes, they want to perform a new process on a landing page on their website. Which page leads to better conversion?

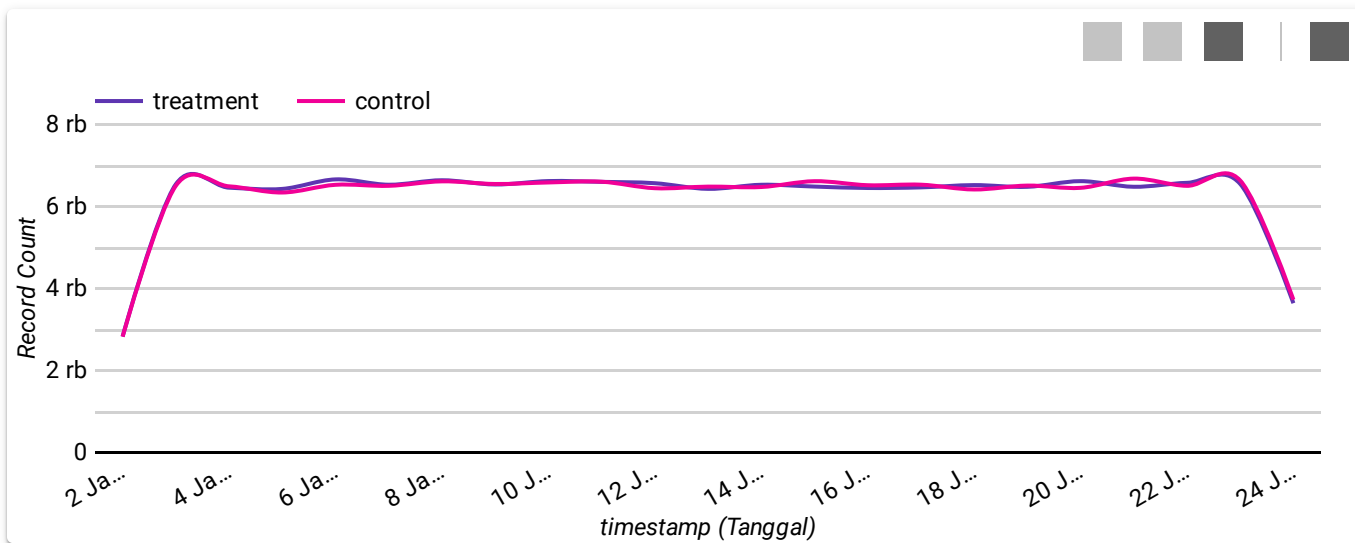
CASE 1

For the old page they only have "Start Free Trial", where students will be asked for credit card information, then they will enroll in a free trial in 14 days. After 14 days, they will be charged unless they cancel.

CASE 2

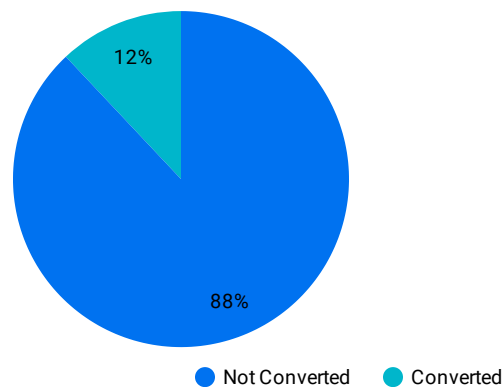
On the new page, students will see "Access Course Materials", where students can access videos and learning materials without any credit card information. After 14 days, they will get notification to upgrade their account to a paid version if they want to continue studying.

Trend between Control and Treatment per Daily User

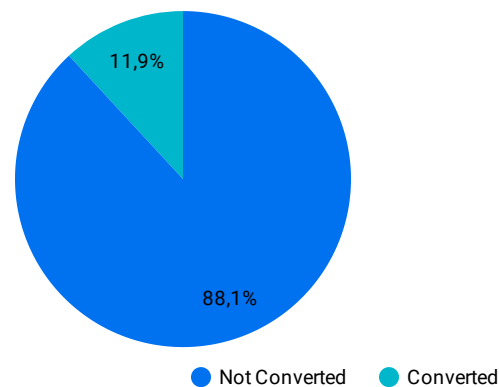


Comparison The Number of Converted User

Control



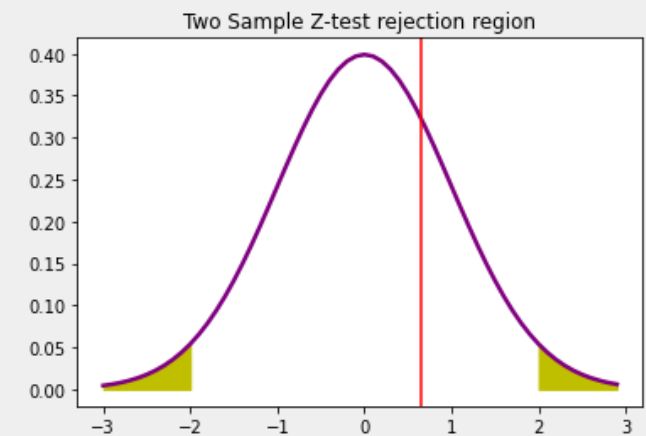
Treatment



Hypothesis

H0 : There is no effect of changes to the process in the Landing Page on increasing GG e-commerce users.

H1: There is an effect on increasing GG e-commerce users from the application of process changes to the Landing Page.



Test Statistics on Collaboratory

Test Statistics stat: 1.1944850812796501

Z-critical: 1.959963984540054

P_value: 0.23228827305833621

Conclusion

With a 95% confidence level, H0 is accepted because P-Value (0,232) > 0,05 (.sig), so it can be concluded that there is an effect on increasing GG e-commerce users from the application of process changes to the Landing Page.