GloBox A/B testing Mastery project
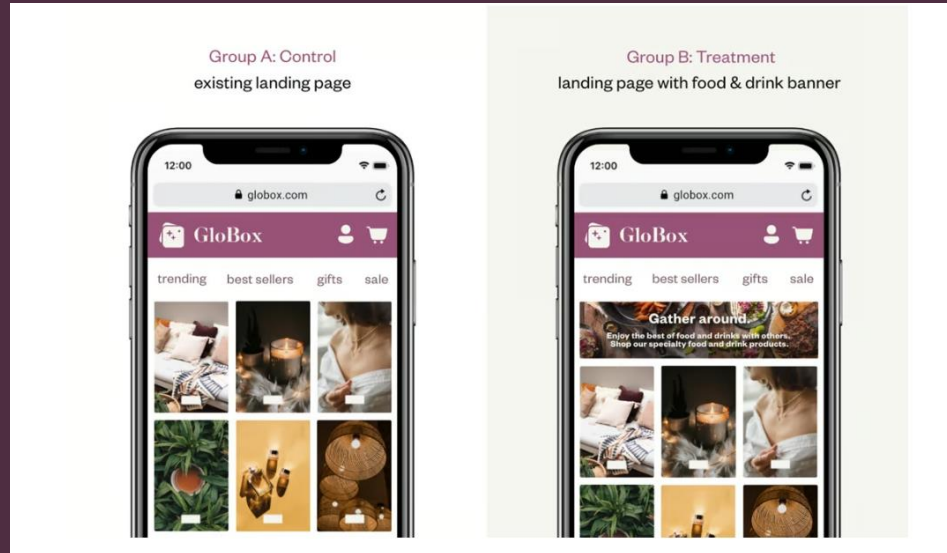
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Masterschool

Introduction

The objective of this A/B testing experiment was to assess the impact of a redesigned landing page with food and drink banner compared to the existing landing page. Since the food and drink offerings have grown tremendously in the last few months.

Methodology

A total of 48,943 participants was taken as a sample. From this total number of participants each group divided equally. To measure the effectiveness of the variations, two test metrics were used: conversion rate and average amount spent per user. A series of analysis is done using different tools.

Results

Does the conversion rate and average amount spent per user have increased ?

Is this difference sufficiently strong enough to launch the banner experience?

From our hypothesis test the probability of our conversion rate finding are due to chance of 0.00011. So we can say it is sufficiently strong evidence. Our estimated range for the customer is between 0.0035 to 0.0107
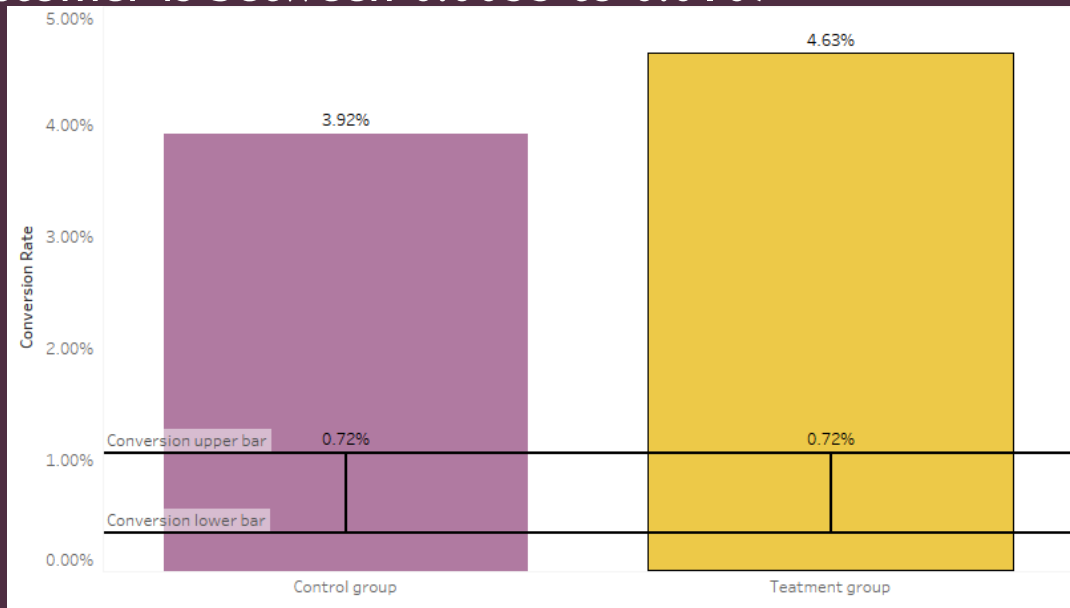
From our hypothesis test the probability of our average amount spent per user finding are due to chance of 0.94. So we can't say it is sufficiently strong evidence. Our estimated range is between -0.43 to 0.47.
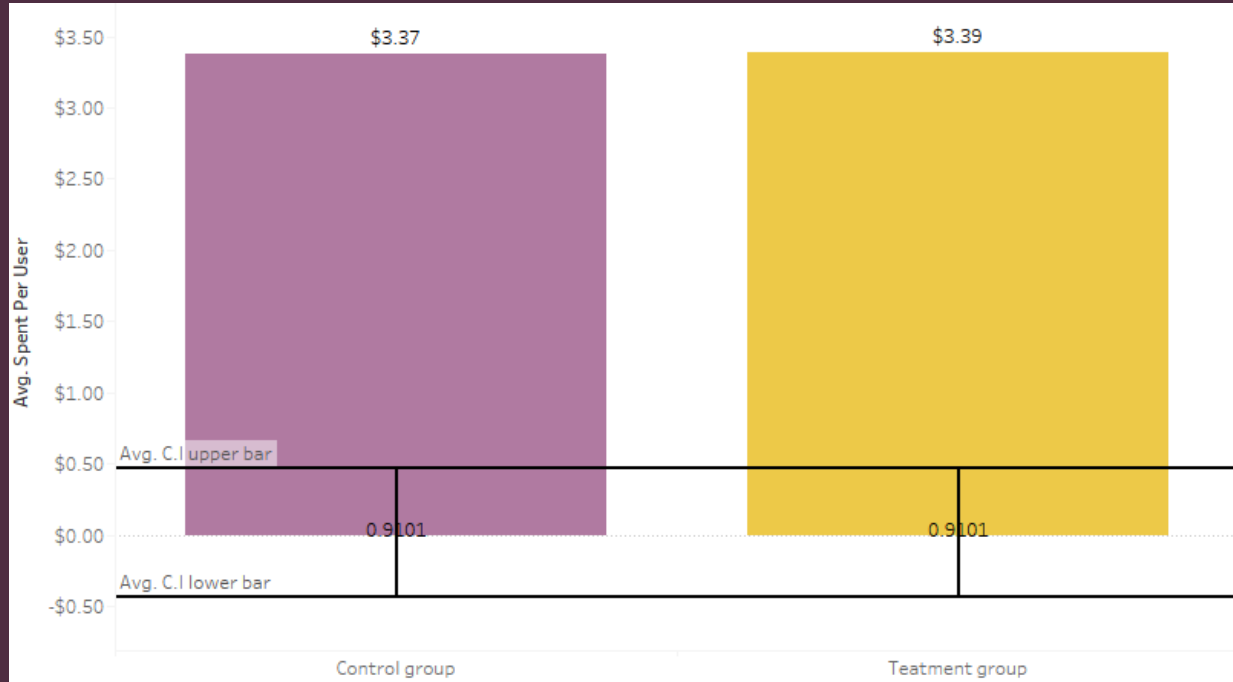
Recommendation

Does this evidence have meaningful change to the business?

Since the objective is increasing the revenue. We didn't see enough improvement in our success metrics to be confident in releasing the feature in its current state.

Thank you!