

# GloBox A/B testing presentation

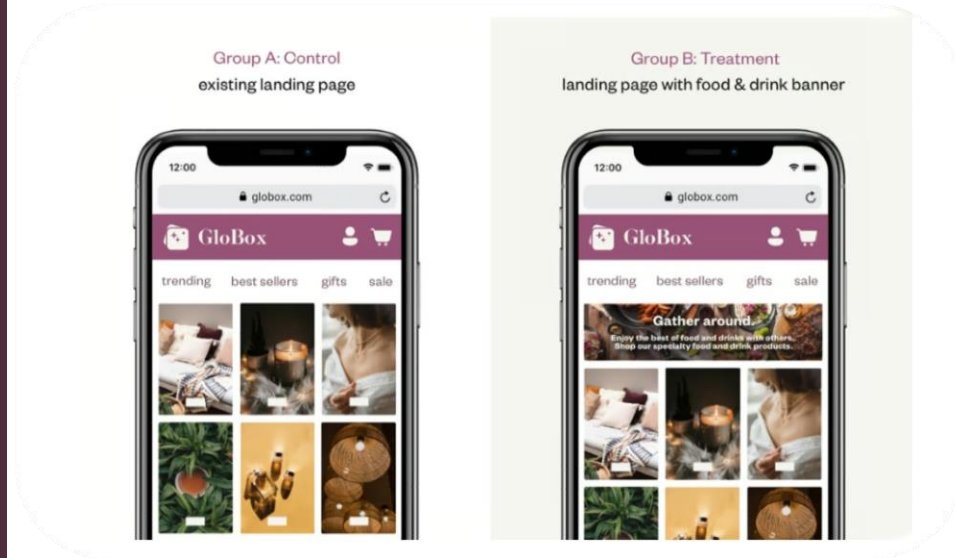
*by Tsedal M.*

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# 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

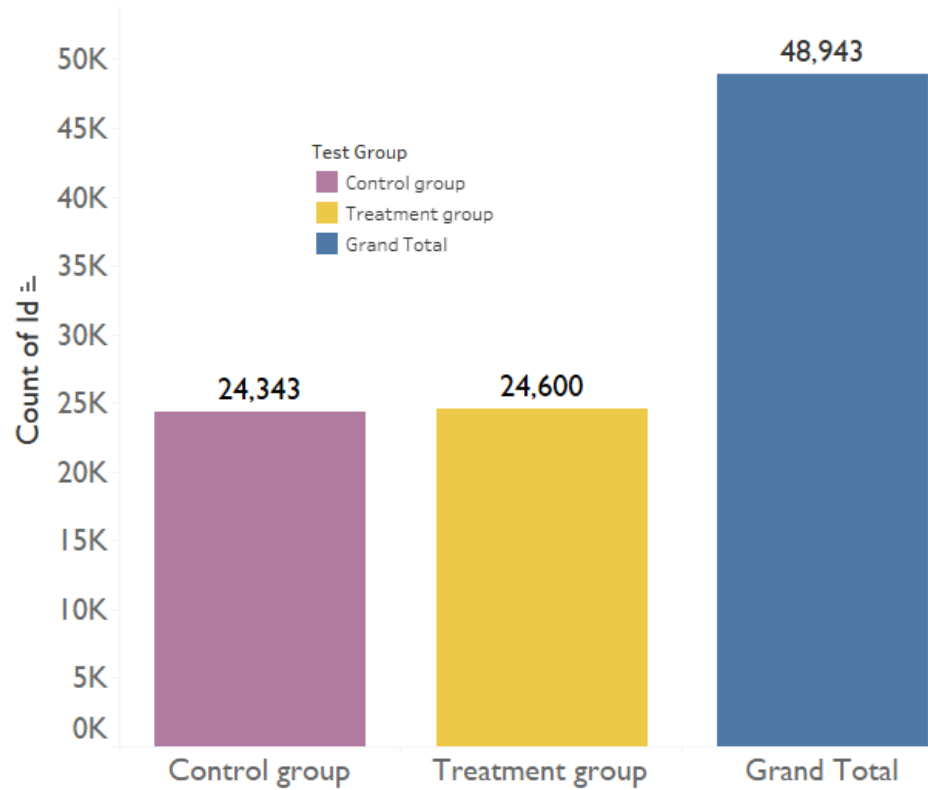


## Methodology

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.

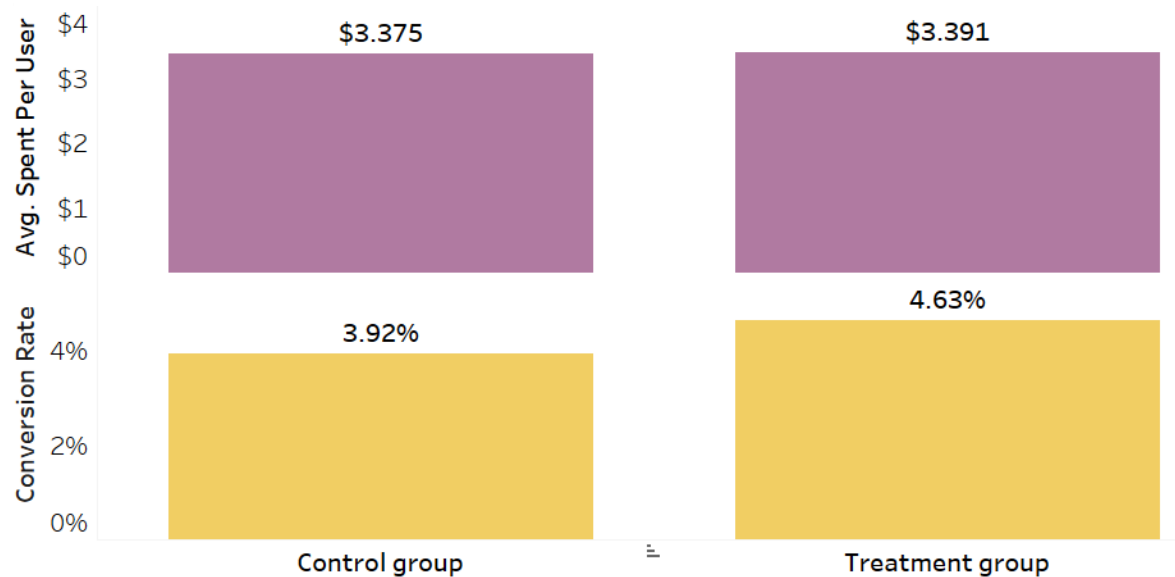
# Methodology

## Total number of users per test group



# Results

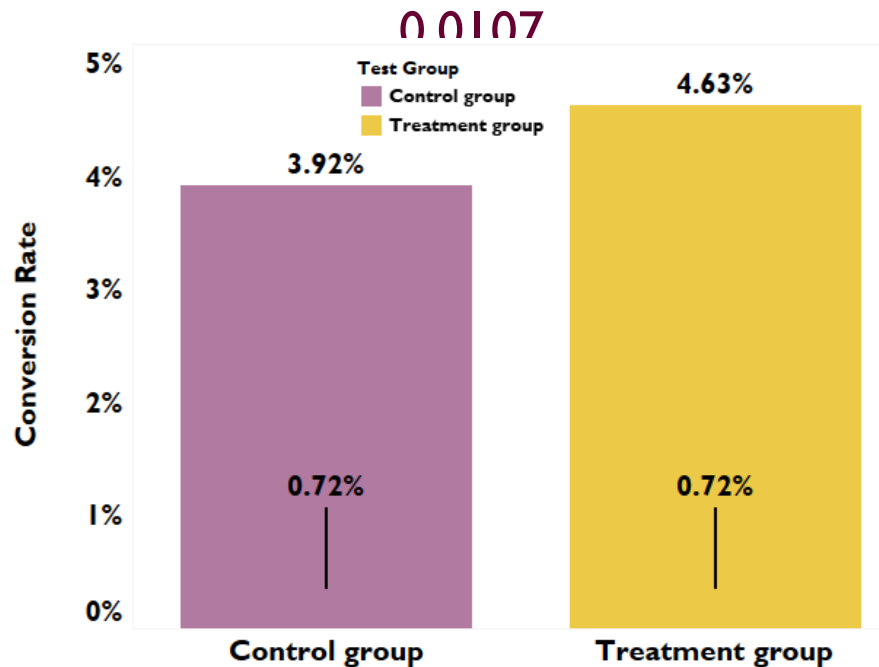
Does the  
conversion rate  
and average  
amount spent per  
user have  
increased ?



# Results

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

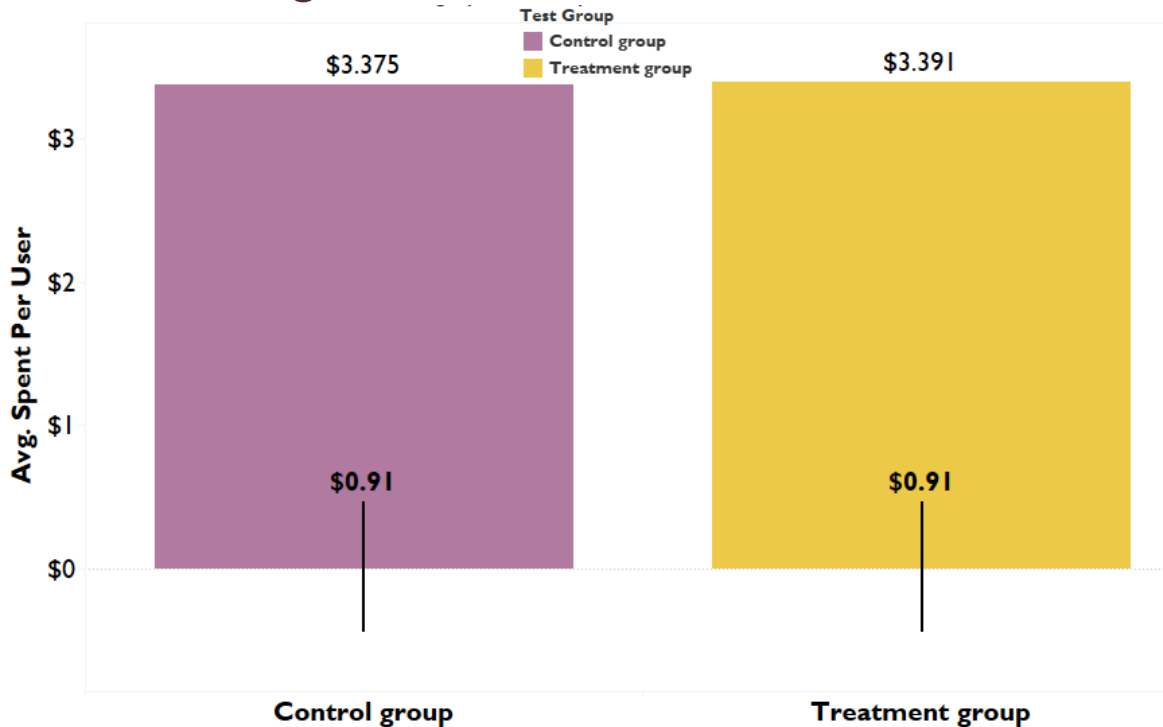
From our hypothesis test the probability of our conversion rate finding are due to chance of 0.00011. So we can say it is sufficiently strong evidence. Our estimated range for the customer is between 0.0035 to



# Results

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

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?

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.

Thank you!