

GloBox A/B testing presentation

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Contents

- Introduction
- Methodology
- Result
- Recommendation

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

Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner

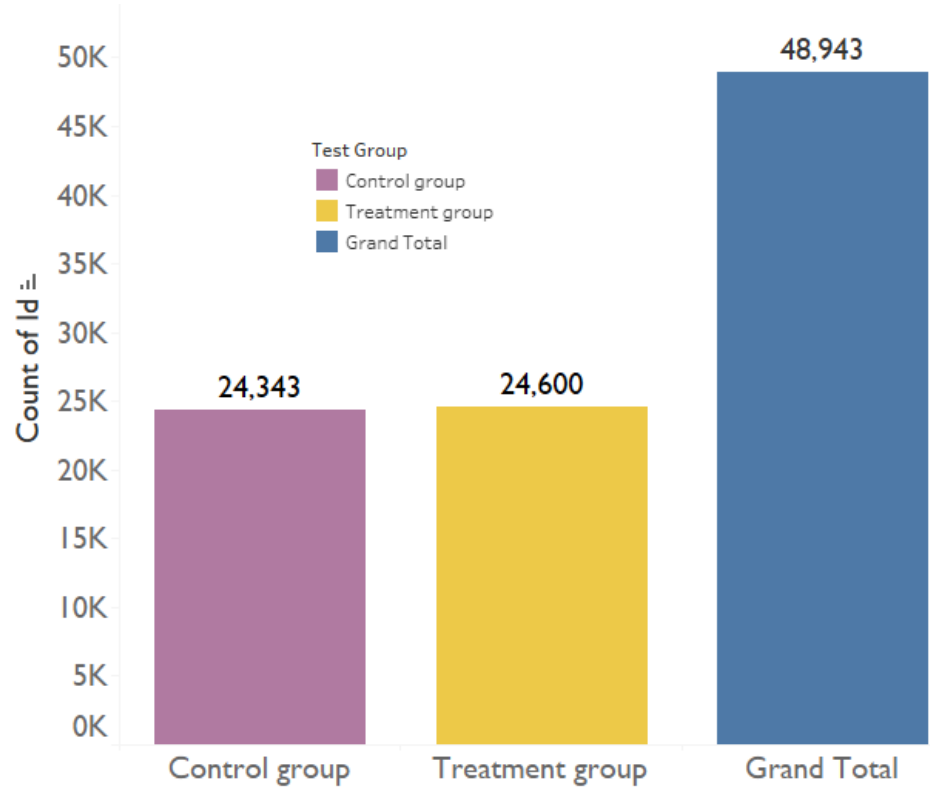


Methodology

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.

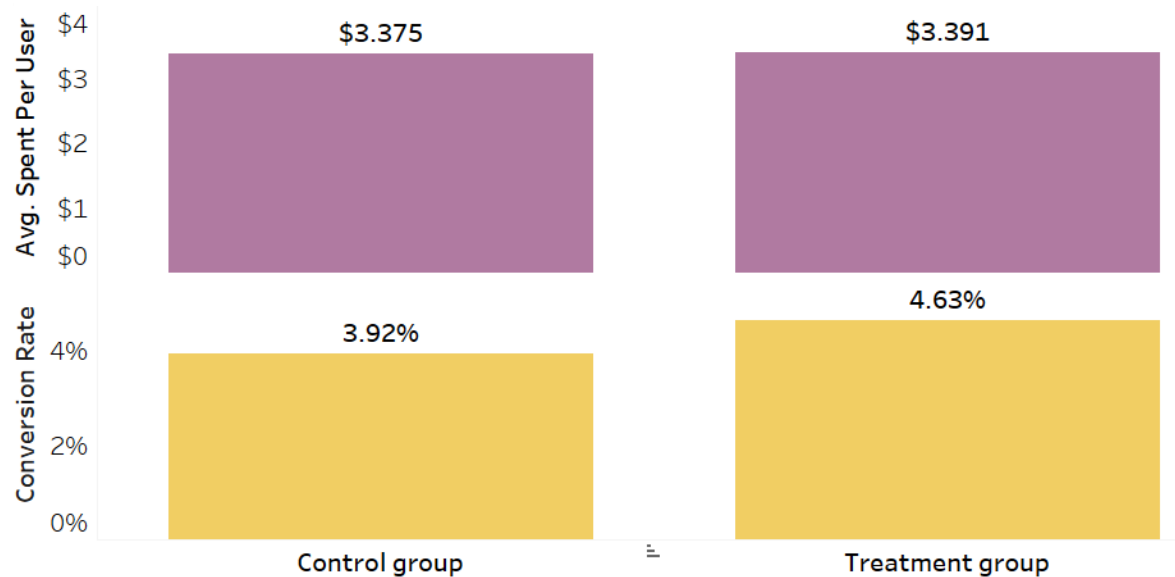
Methodology

Total number of users per test group



Results

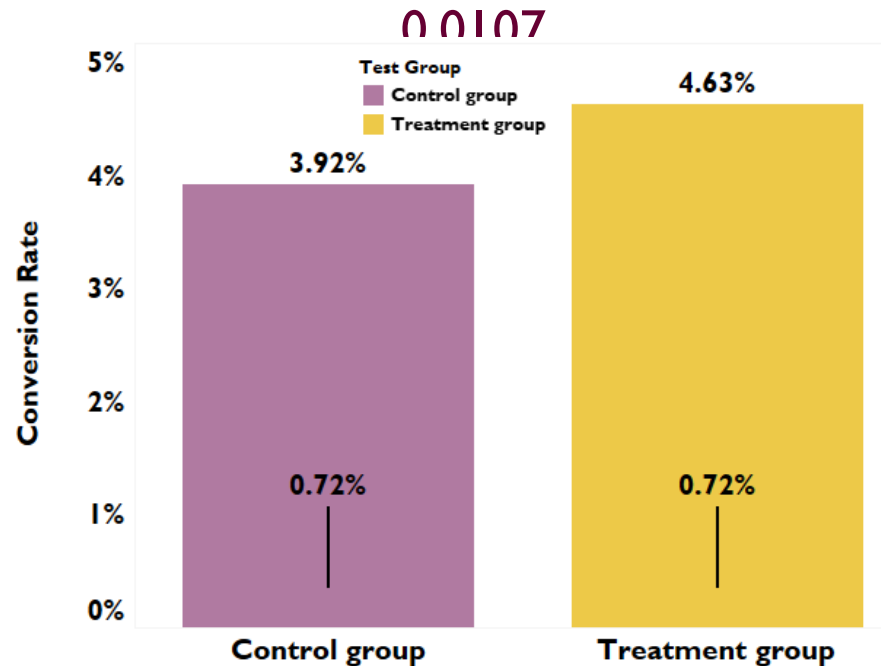
Does the
conversion rate
and average
amount spent per
user have
increased ?



Results

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

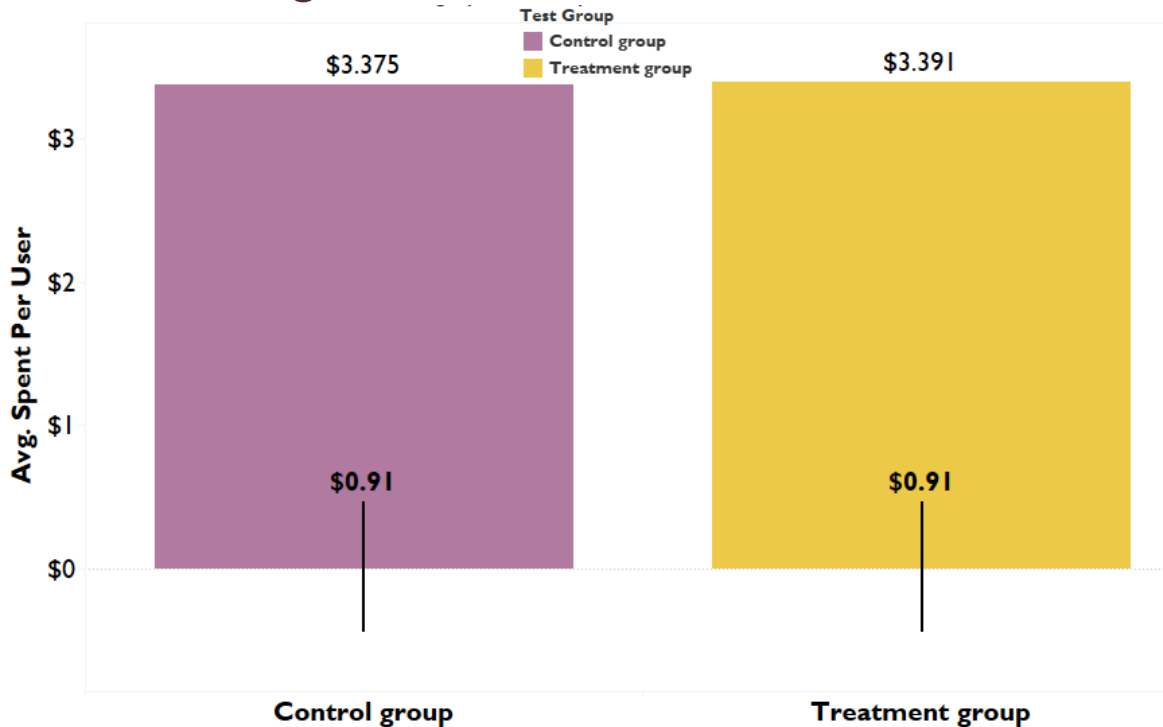
From our hypothesis test the probability of our conversion rate finding are due to chance of 0.00011. So we can say it is sufficiently strong evidence. Our estimated range for the customer is between 0.0035 to



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!