Background			CONTROL			VARIATION 1				
	o add "xx dollar from free									
shipping" reminder	at the cart section									
			Item Subtotal: Ship To: <u>02116 - Bost</u>	\$21.99 on > \$4.99		Item Subtotal:	\$21.99			
Hypothesis			Tax:	\$1.37		Ship To: 02116 - Boston > Tax:	\$1.37			
If we add the free s	hipping info at the cart sion rate will increase									
because free shipp	ing button could be an		Total: You Save:	\$28.35 \$7.00		Total: You Save:	\$28.35 \$7.00			
incentive for custor	ners.		O Mis	ed to Checkout		Proceed to C	Charkout			
Insights & Next						C				
Step			•	PayPal		PayPo	al .			
We might need to adjust this variation due to the highly insignificance p-value and the negative lift of each metrics.						You're \$27.01 fro	om FREE Shipping			
to the landing page	gest we could move the free or PDP instead of the cart se	ection so that								
customers can kee	p that information in mind whi	le browsing.								
Session Level -										
ReachedCheckout										
Group	ReachedCheckout Rate	z-test p-value	perc_lift	abs_lift		Cuts by Visitor Type	Session Level - ReachedCheckout			
Control	15.4809%					Visitor Type	z-test p-value	perc_lift	abs_lift	
Variation	15.4836%	0.48	-0.000180	-0.000028		New Visitor	0.05	0.02	0.01	
Session Level - Conversion						Email Acquired	0.31	0.005	0.001	
Group	Conversion Rate	z-test p-value	perc lift	abs lift		Signed up w/ no purchase	0.3	-0.003	-0.001	
Стоир	CONVENIENT NAME	2 toot p value	poro_int	abo_int		User w/ purchase	0.0	0.000	0.001	
Control	11.2991%					history	0.32	-0.002	-0.0003	
Variation	11.3187%	0.36	-0.0017	-0.0002						
Customer Level -										
ReachedCheckout										
Group	ReachedCheckout Rate	z-test p-value	perc_lift	abs_lift						
Control	46.9609%					Cuts by Visitor Type	Metrics 2 - ConversionRate/Session			
Variation	47.0024%	0.33	-0.0009	-0.0004		Visitor Type	z-test p-value	perc_lift	abs_lift	
Customer Level - Conversion						New Visitor	0.14	0.02	0.003	
Group		z-test p-value	perc_lift	abs_lift		Email Acquired	0.37	0.004	0.0005	
Control	37.8955%		_			Signed up w/ no purchase	0.2	-0.008	-0.001	
Variation	37.9457%	0.3	-0.0013	-0.0005		User w/ purchase history	0.34	-0.002	-0.0002	
Session Level - Mann-whitney Revenue Result	Revenue	p-value		Significance Level for Session Level ReachCheckout/Converted [Red Line: 95%]						

Control	230787910					•	•			
Var	230229004	0.32	0.9 -	N						
								\wedge		
			0.8 -				/ \	/ ~		
					\	/				
			0.7 -							
					\					
			0.6 -							
						•				
			0.5 -	1						
				2019-06-15	2019-06-20	2019-06-25	2019-06-30	2019-07-05	2019-07-10	