## Background
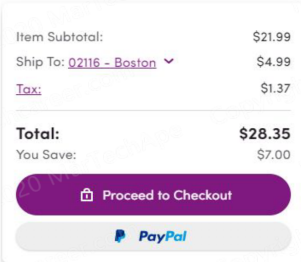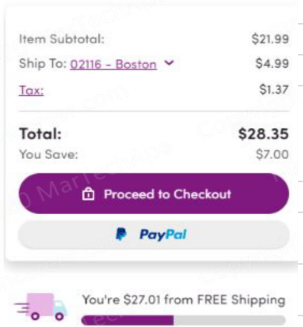
To test if we need to add "xx dollar from free shipping" reminder at the cart section

## Hypothesis

If we add the free shipping info at the cart section, the conversion rate will increase because free shipping button could be an incentive for customers.

## Insights & Next Step

We might need to adjust this variation due to the highly insignificance p-value and the negative lift of each metrics.

For next step, I suggest we could move the free shipping reminder to the landing page or PDP instead of the cart section so that customers can keep that information in mind while browsing.

CONTROL

VARIATION 1

### Session Level - ReachedCheckout

| Group | ReachedCheckout Rate | z-test p-value | perc_lift | abs_lift |
|---|---|---|---|---|
| Control | 15.4809% | | | |
| Variation | 15.4836% | 0.48 | -0.000180 | -0.000028 |

### Session Level - Conversion

| Group | Conversion Rate | z-test p-value | perc_lift | abs_lift |
|---|---|---|---|---|
| Control | 11.2991% | | | |
| 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% | | | |
| Variation | 47.0024% | 0.33 | -0.0009 | -0.0004 |

### Customer Level - Conversion

| Group | | z-test p-value | perc_lift | abs_lift |
|---|---|---|---|---|
| Control | 37.8955% | | | |
| Variation | 37.9457% | 0.3 | -0.0013 | -0.0005 |

### Session Level - Mann-whitney Revenue Result

| Revenue | p-value |
|---|---|
| | |

### Cuts by Visitor Type — Session Level - ReachedCheckout

| Visitor Type | z-test p-value | perc_lift | abs_lift |
|---|---|---|---|
| New Visitor | 0.05 | 0.02 | 0.01 |
| Email Acquired | 0.31 | 0.005 | 0.001 |
| Signed up w/ no purchase | 0.3 | -0.003 | -0.001 |
| User w/ purchase history | 0.32 | -0.002 | -0.0003 |

### Cuts by Visitor Type — Metrics 2 - ConversionRate/Session

| Visitor Type | z-test p-value | perc_lift | abs_lift |
|---|---|---|---|
| New Visitor | 0.14 | 0.02 | 0.003 |
| Email Acquired | 0.37 | 0.004 | 0.0005 |
| Signed up w/ no purchase | 0.2 | -0.008 | -0.001 |
| User w/ purchase history | 0.34 | -0.002 | -0.0002 |

Significance Level for Session Level ReachCheckout/Converted [**Red Line: 95%**]

| Control | 230787910 | |
|---------|-----------|------|
| Var | 230229004 | 0.32 |