



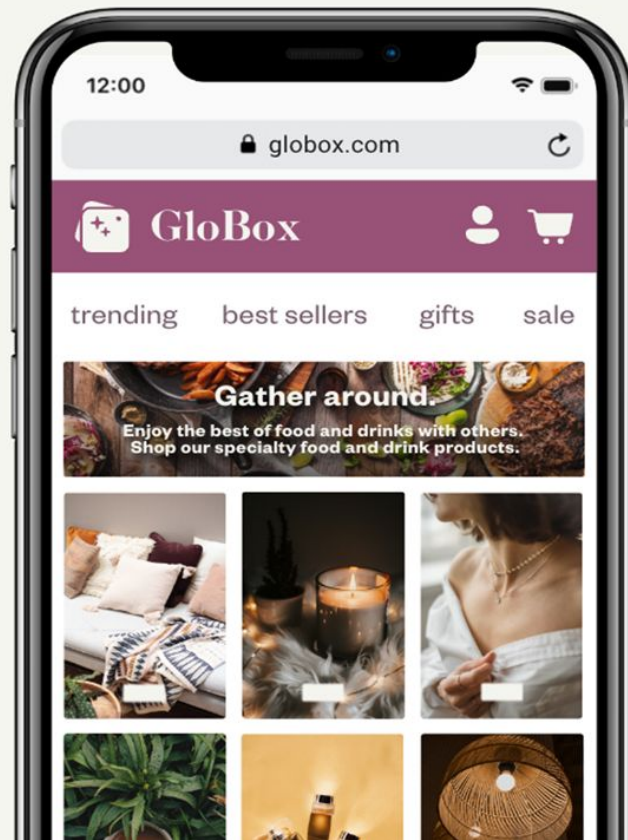
# **Glo-Box Testing Analysis and Recommendation**

**Presented by Harleen Saini**

Group A: Control  
existing landing page

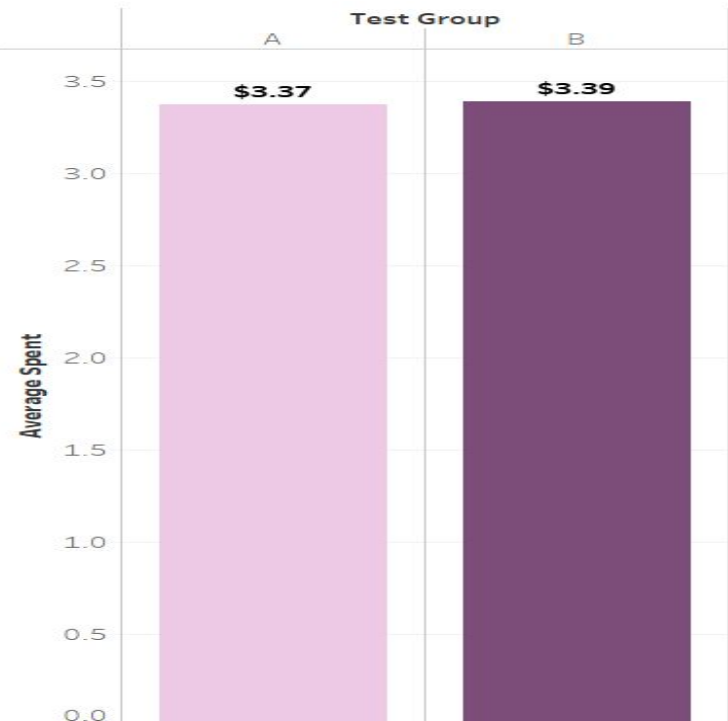


Group B: Treatment  
landing page with food & drink banner

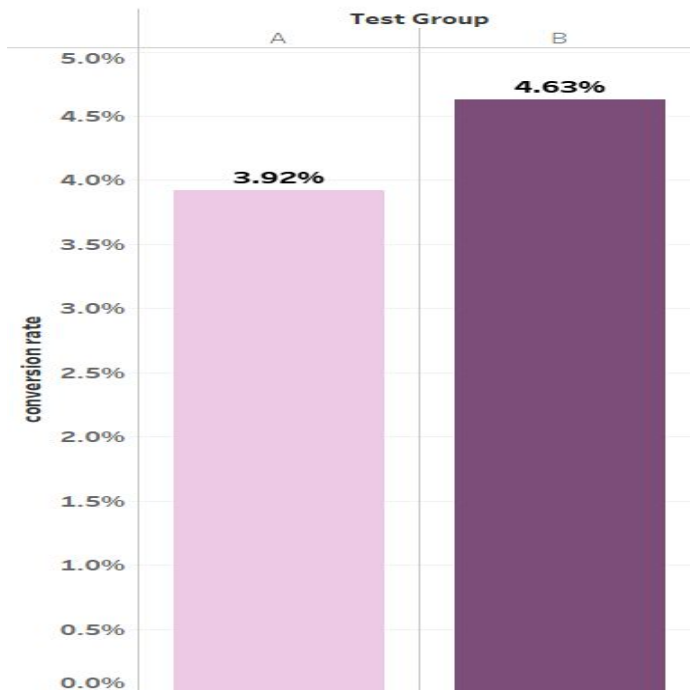


# User conversion rate increased, although not by an average amount

Average Amount spent



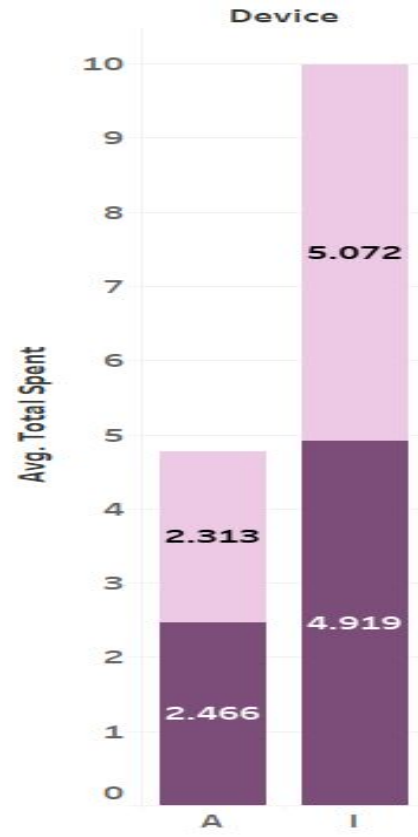
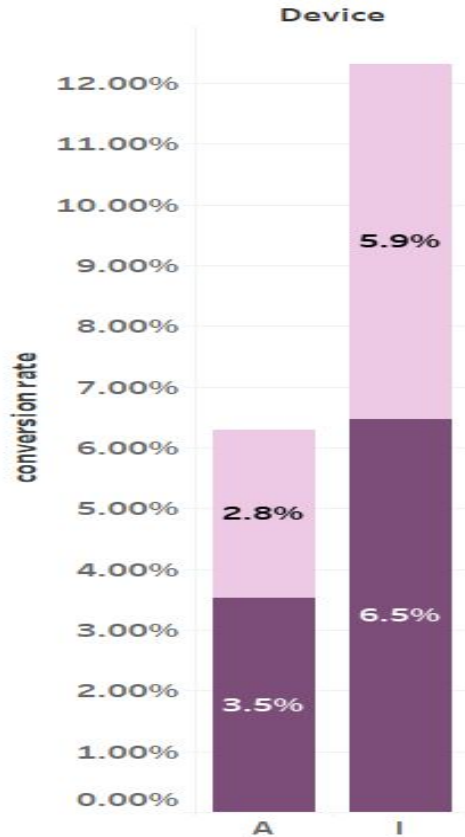
Conversion Rate



**Average spent is raised 0.5 %. Which is not enough evidence to conclude a difference (statistically insignificant)**

**Conversion rate is raised 18% .So strong evidence to conclude a difference (statistically significant)**

## IOS had a higher conversion rate

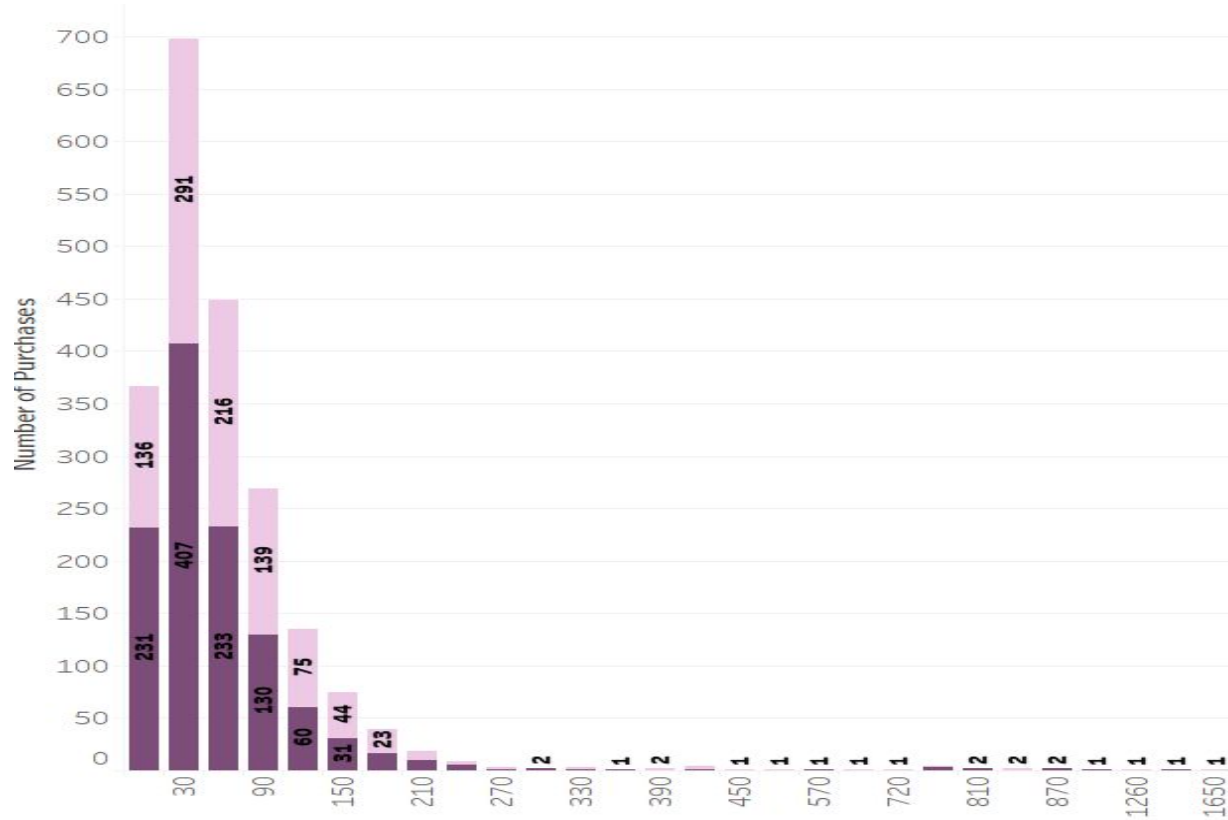


- Android users experience a higher increase in conversion rates in the treatment group compared to the control group.
- iOS users, despite having a lower number, maintain a higher overall conversion rate and average spending in both groups.
- iOS users had the highest overall conversion rate of 6%.

Test Group

A  
B

## Distribution of the amount spent per user for each group



The spending distribution shows that most purchases are less than \$60, though some purchases go well above \$1000.

Test Group

A

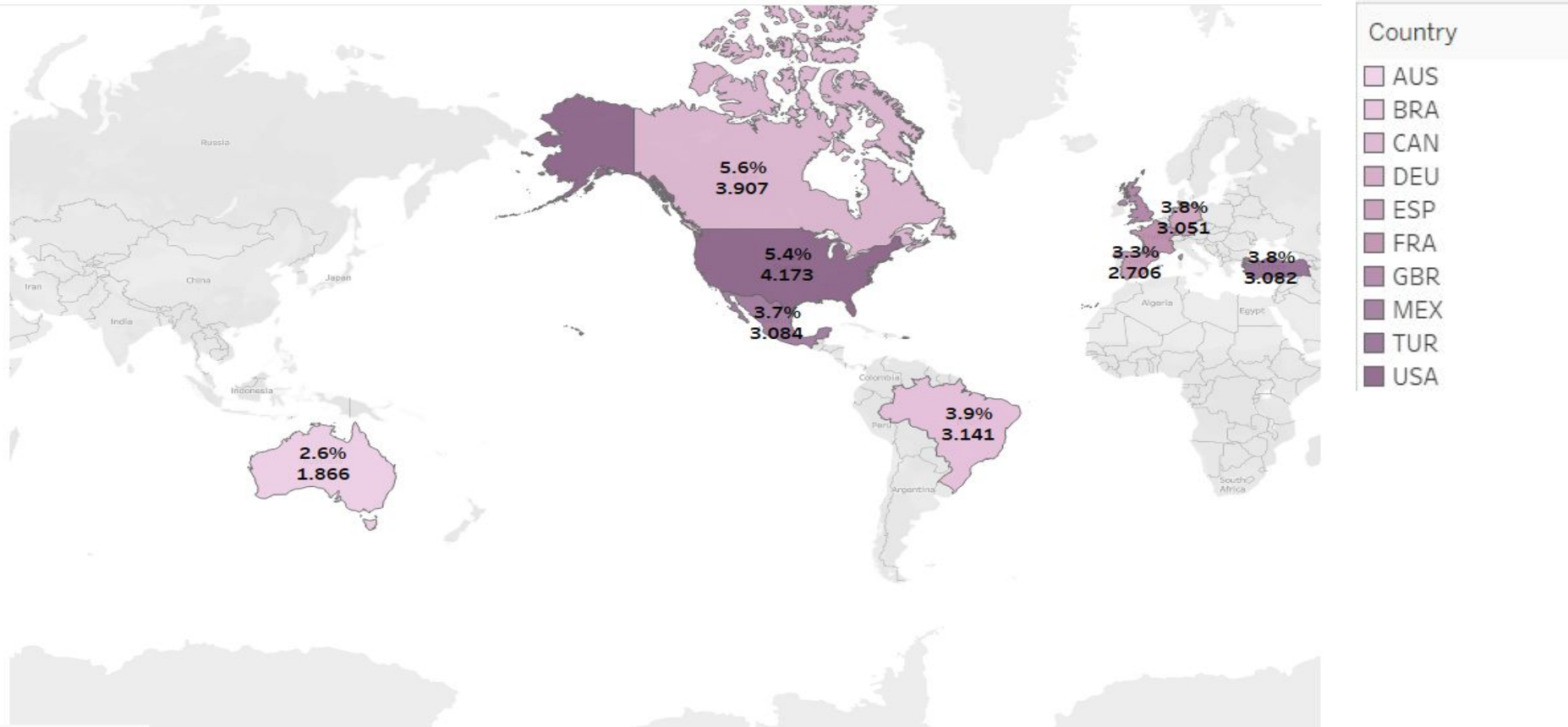
B

# Gender Trends: Female Users Lead in Conversion Rates and Spending

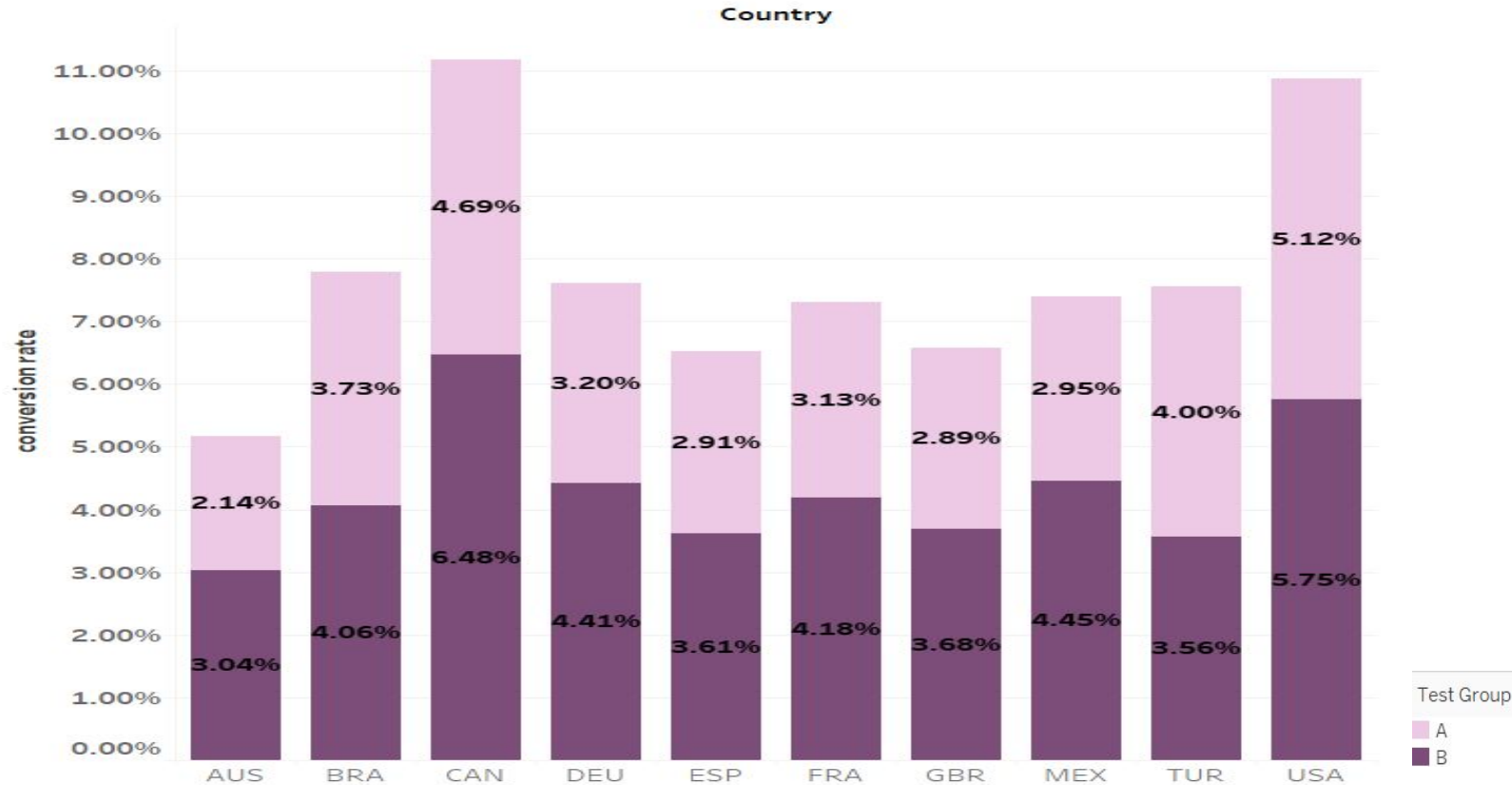


- Female users: 5% conversion rate (both groups), 4 USD average spend (both groups)
- Male users (treatment group) 44% higher conversion rate, 15% higher average spend compared to the control group

## Country showing the convention rate and Avg total spent



## Canada have the highest overall conversion rate





# Recommendation

- **Simple to launch and maintain the banner.**
- **Occupies valuable space on the main page.**
- **High confidence in its impact is necessary before launching.**
- **Suggests repeating the test with the following considerations:**
  - a. Sample size of at least 77K users divided equally for adequate power.
  - b. Extended testing period of six weeks to account for variations in paychecks.
  - c. Include data on the type and time of purchase during data gathering.
  - d. Maintain the same proportion of iOS and Android users.
  - e. Ensure an equal number of daily sign-ups to monitor the impact of novelty.

Thank You