

# A/B Test Analysis

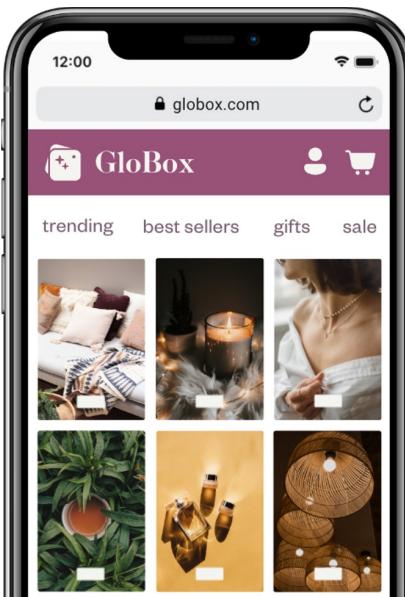


GloBox Food & Drinks Banner

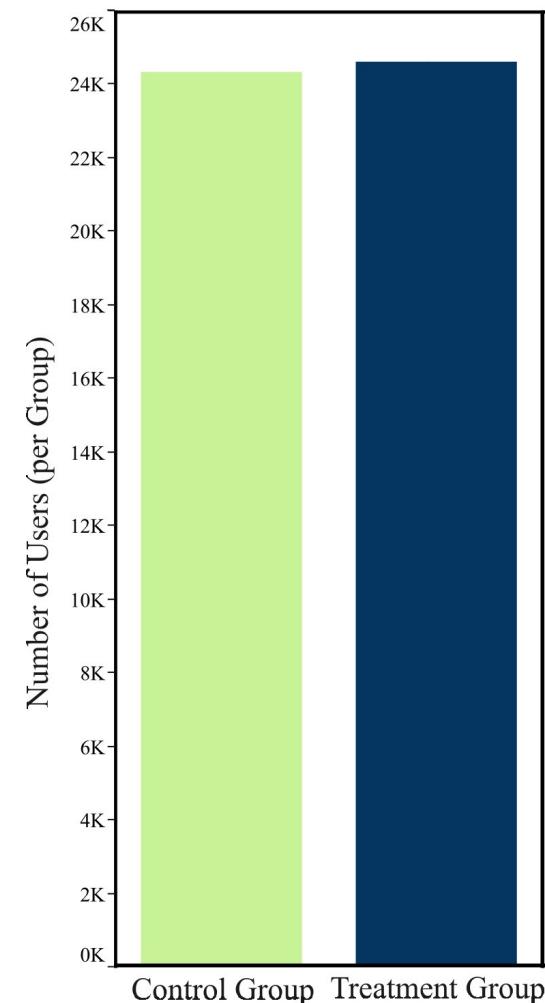
By Himanshu Saini

The implementation of the banner page led to a notable improvement in the conversion rate.  
Estimated at an increase of 4.63% based on 49K users.

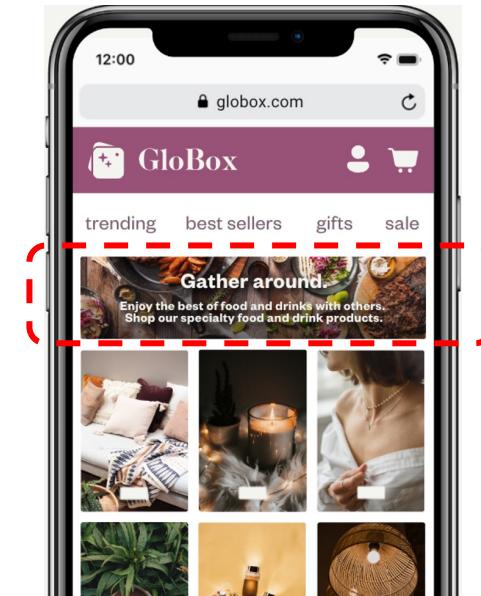
**Group A: Control Group**  
*Present Landing Page*



Average Spending : \$3.37

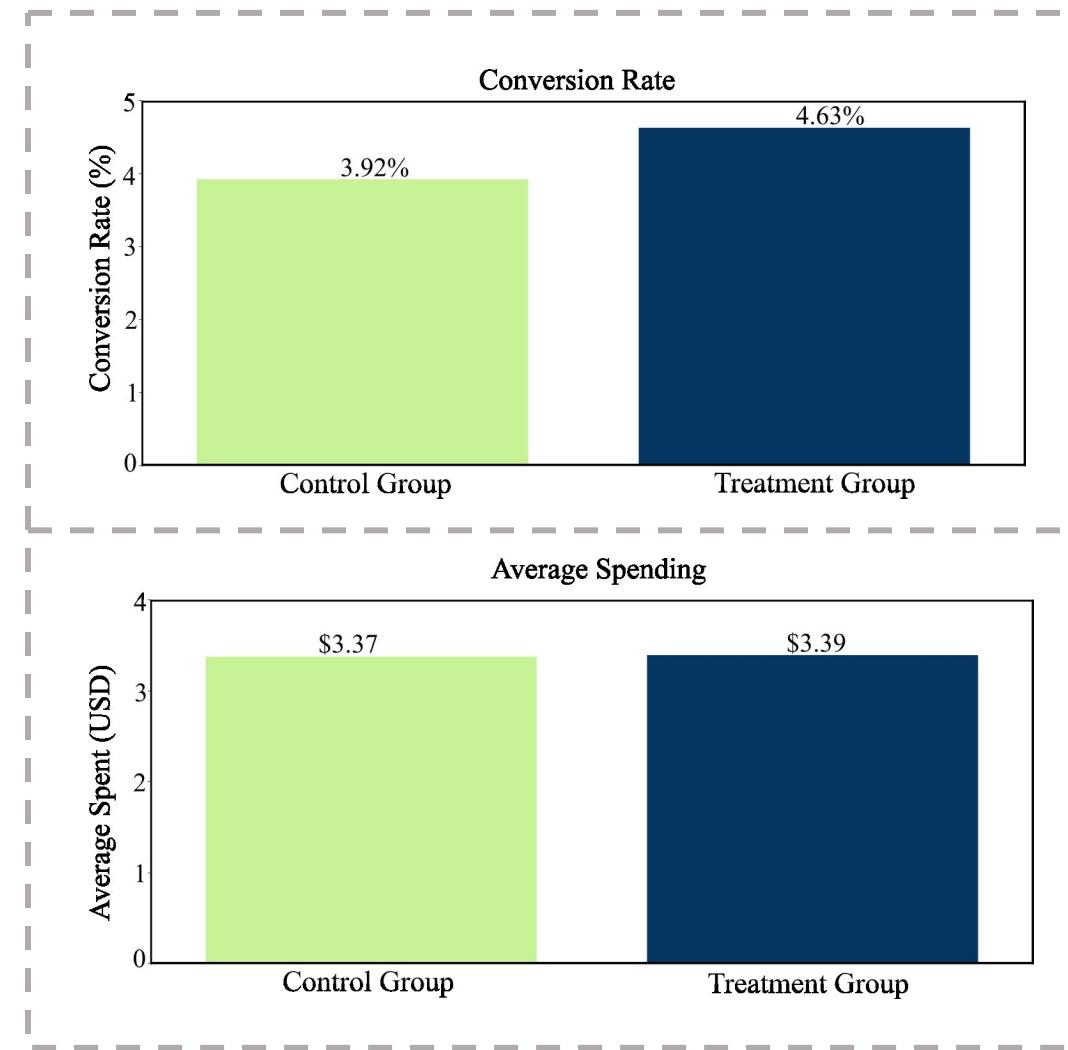


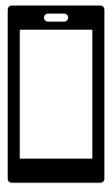
**Group B: Treatment Group**  
*Experimental Banner Page*



Average Spending : \$3.39

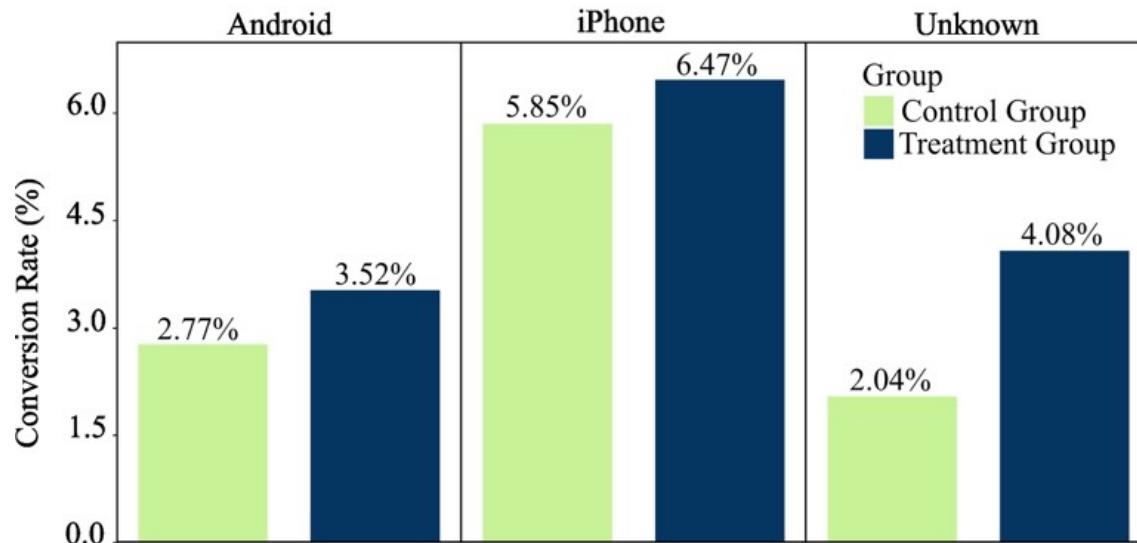
Significant difference in Conversion Rate, but **NOT** in Average Spending.



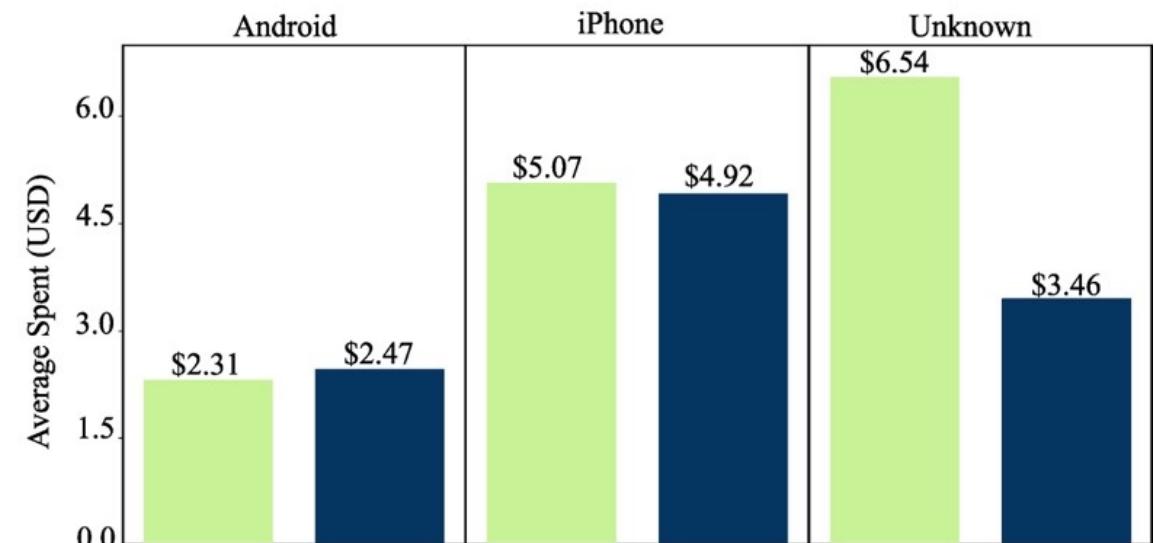


## Conversion Rates: Android Surges by 27%, iPhone Grows by 10.6%

Conversion Rate *Vs* Device



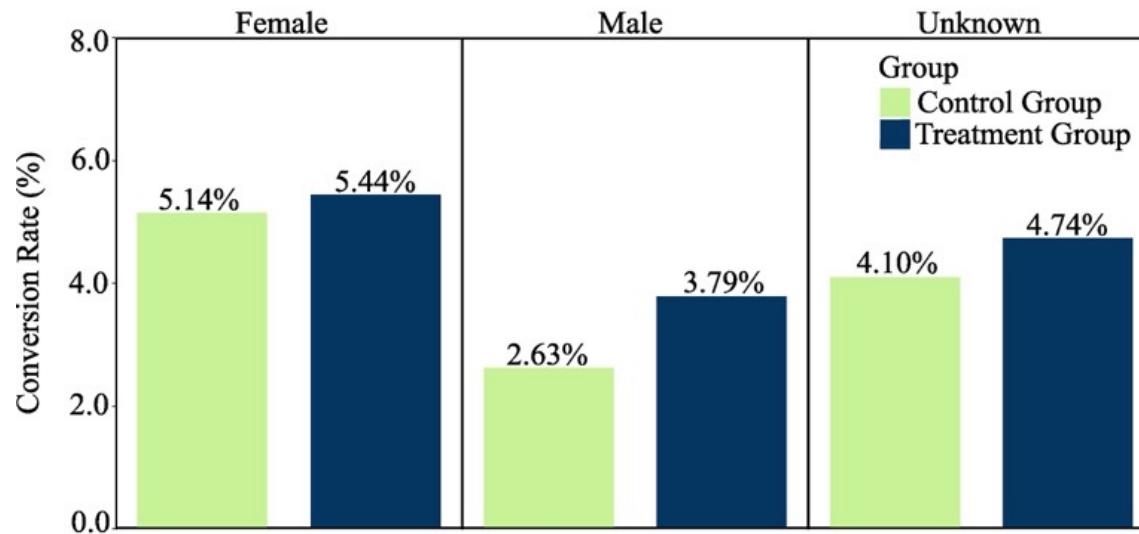
Average Spent *Vs* Device





Gender vs. Conversion Rate: Females Lead with **5.44%**, Males Surpass with **38.30%** Relative Improvement

Conversion Rate Vs Gender

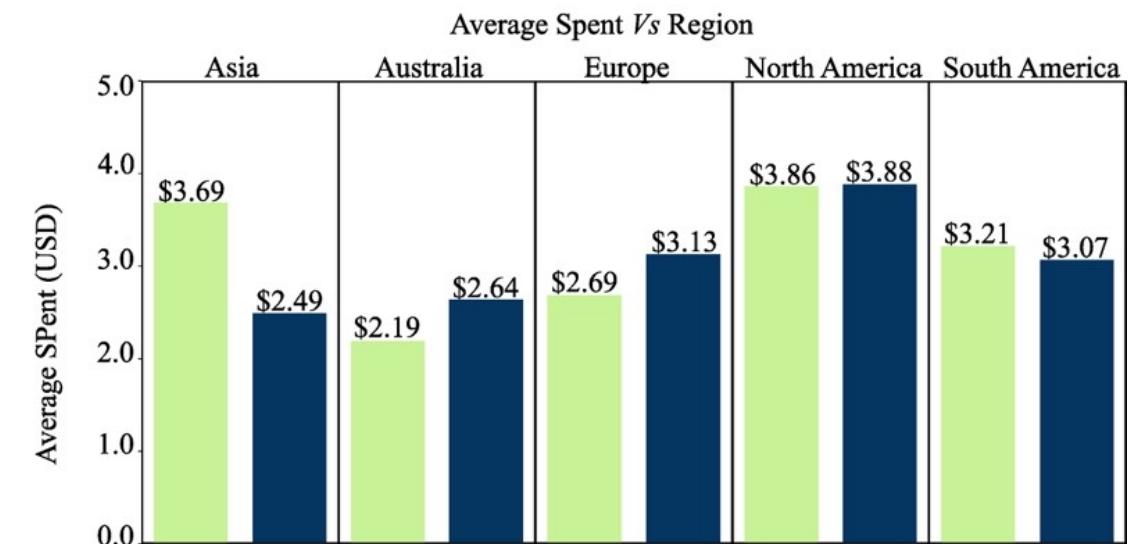
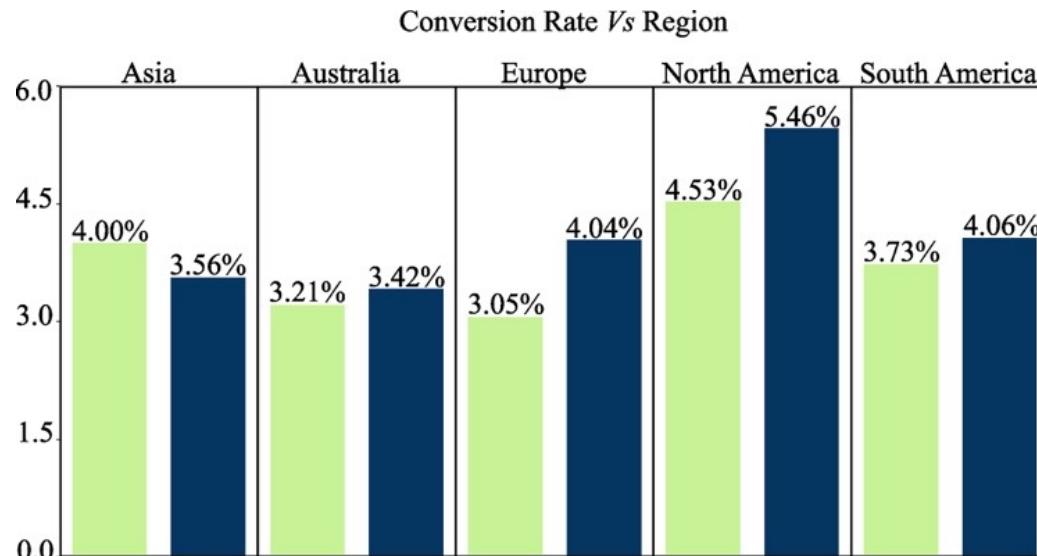


Average Spent Vs Gender

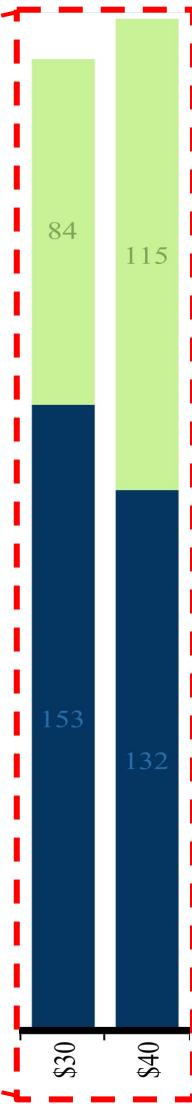
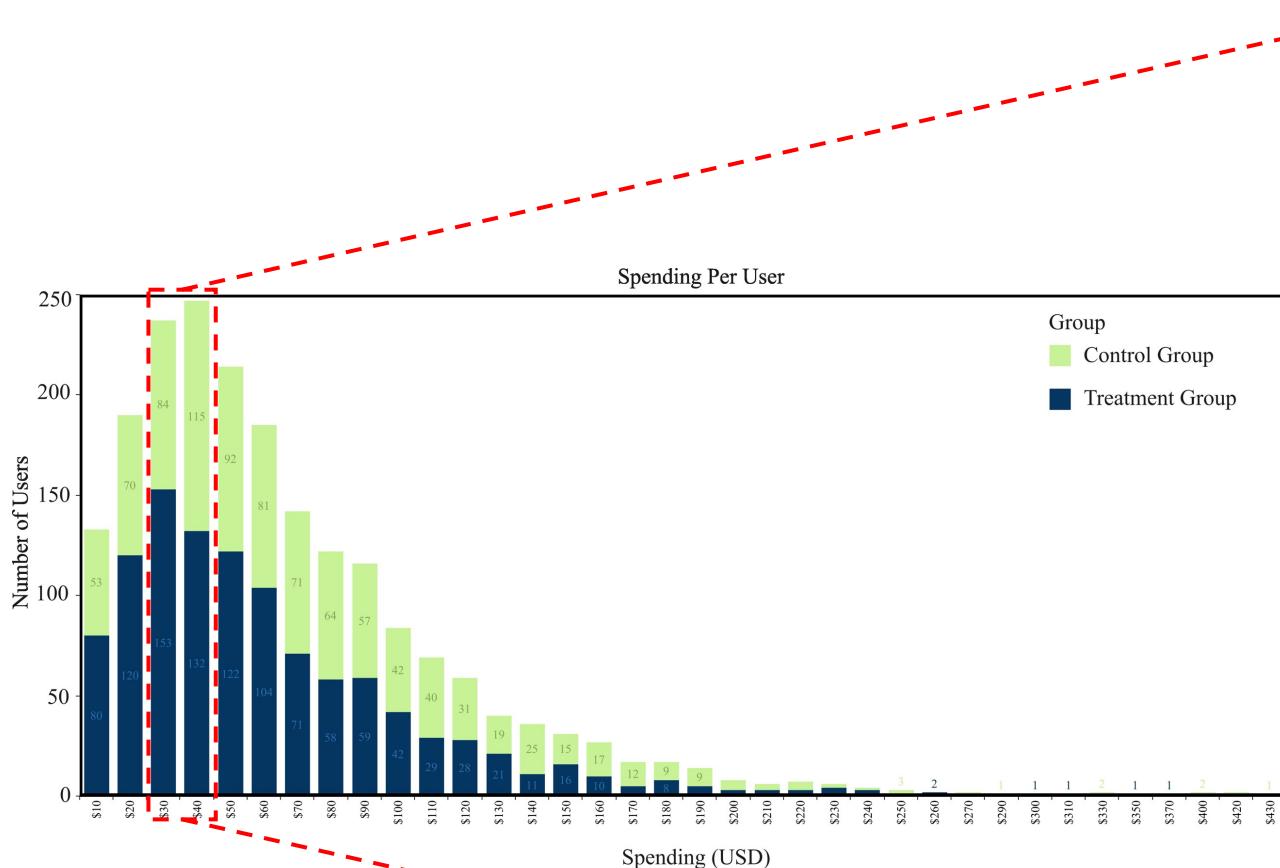




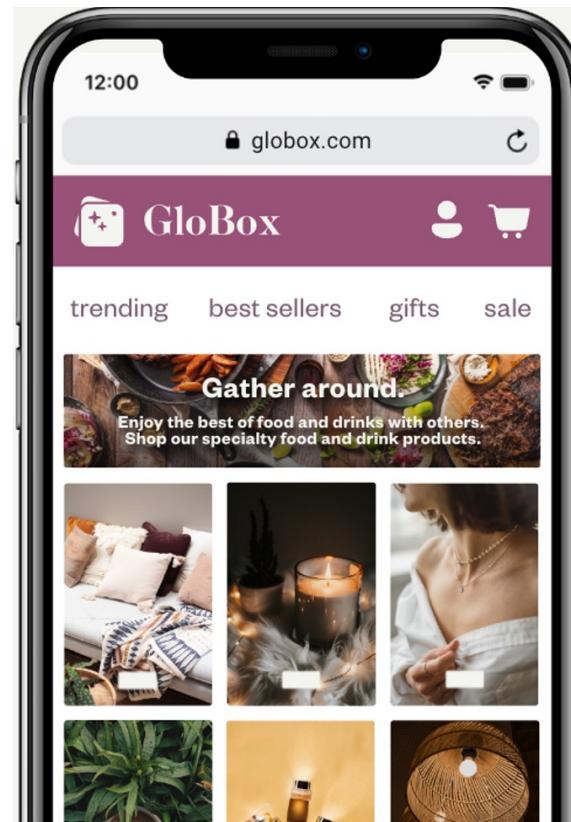
## Conversion Rate Comparison Across Countries: Europe Soars by **32.45%**, Asia Sees a **-11%** Dip



# Spending behavior: Control Group **\$30-\$40**, Treatment Group Prefers **\$20-\$30** Range



# Conclusion : Launch the banner with some improvements.



- Long-Term Business
- Future Analysis and Optimization



Thank you!

