

# A/B Testing Report on Payment Page

MAY 2021

Data Team

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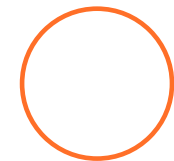
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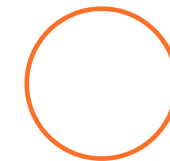
# Target



## CONVERSION RATE

Increasing the conversion rate by revamping the payment page

# Problem

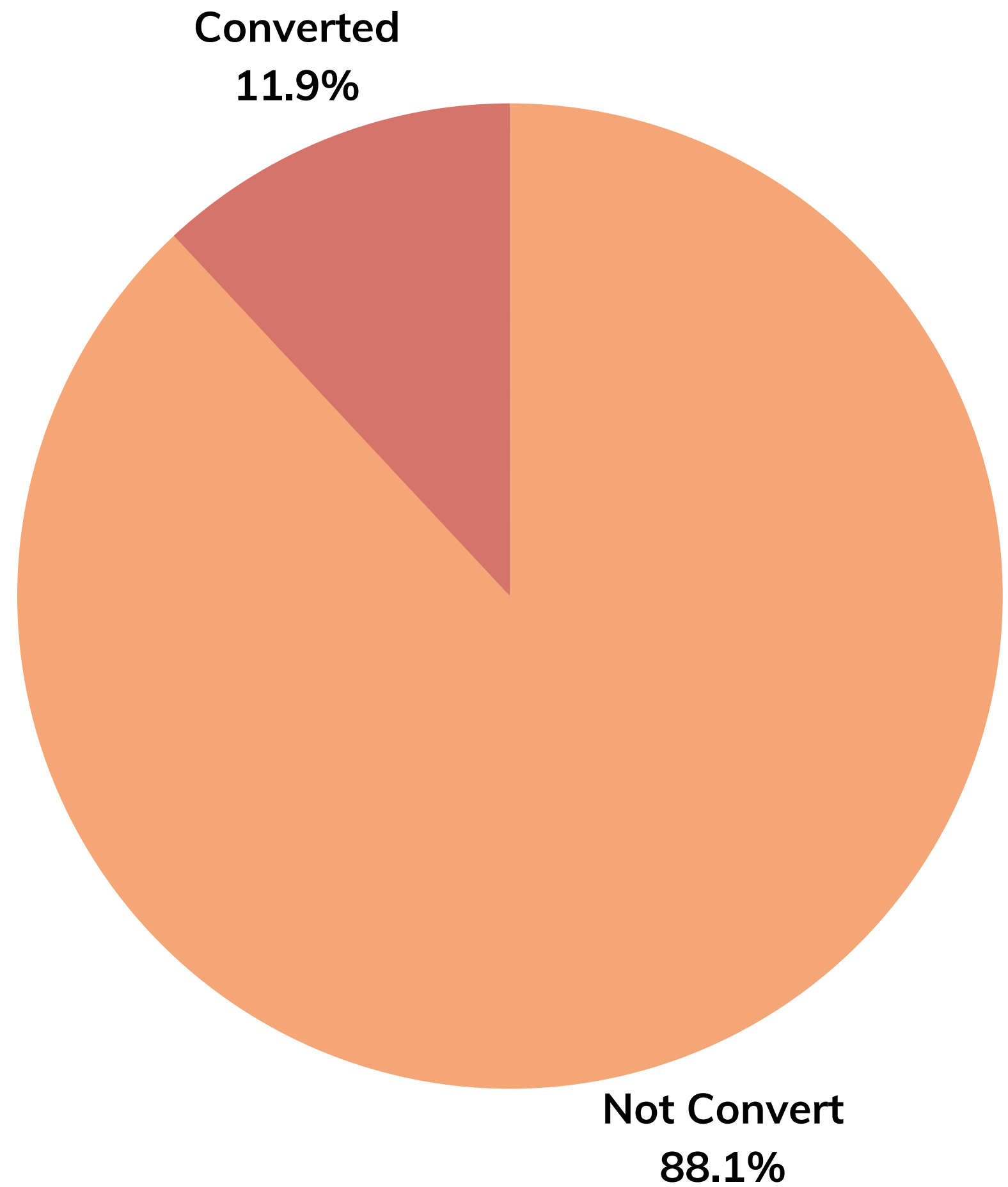


## PERFORMANCE MEASUREMENT

Analysing whether the new payment page performs better than the old one

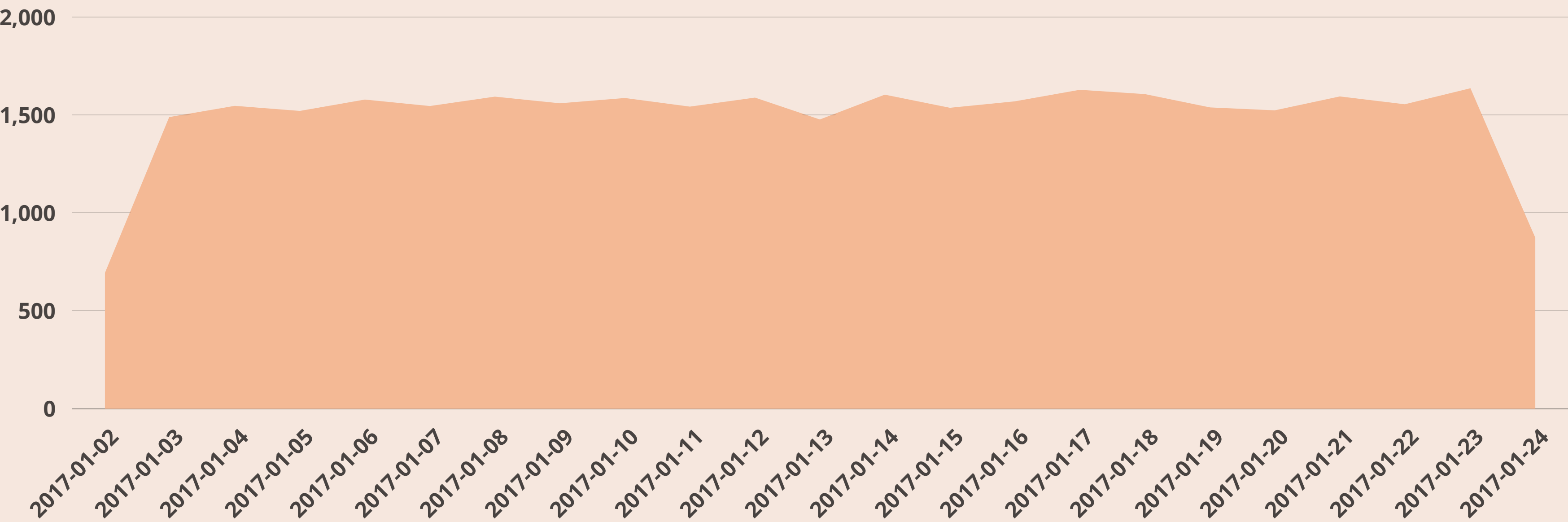


**About 12% of the  
users convert.**



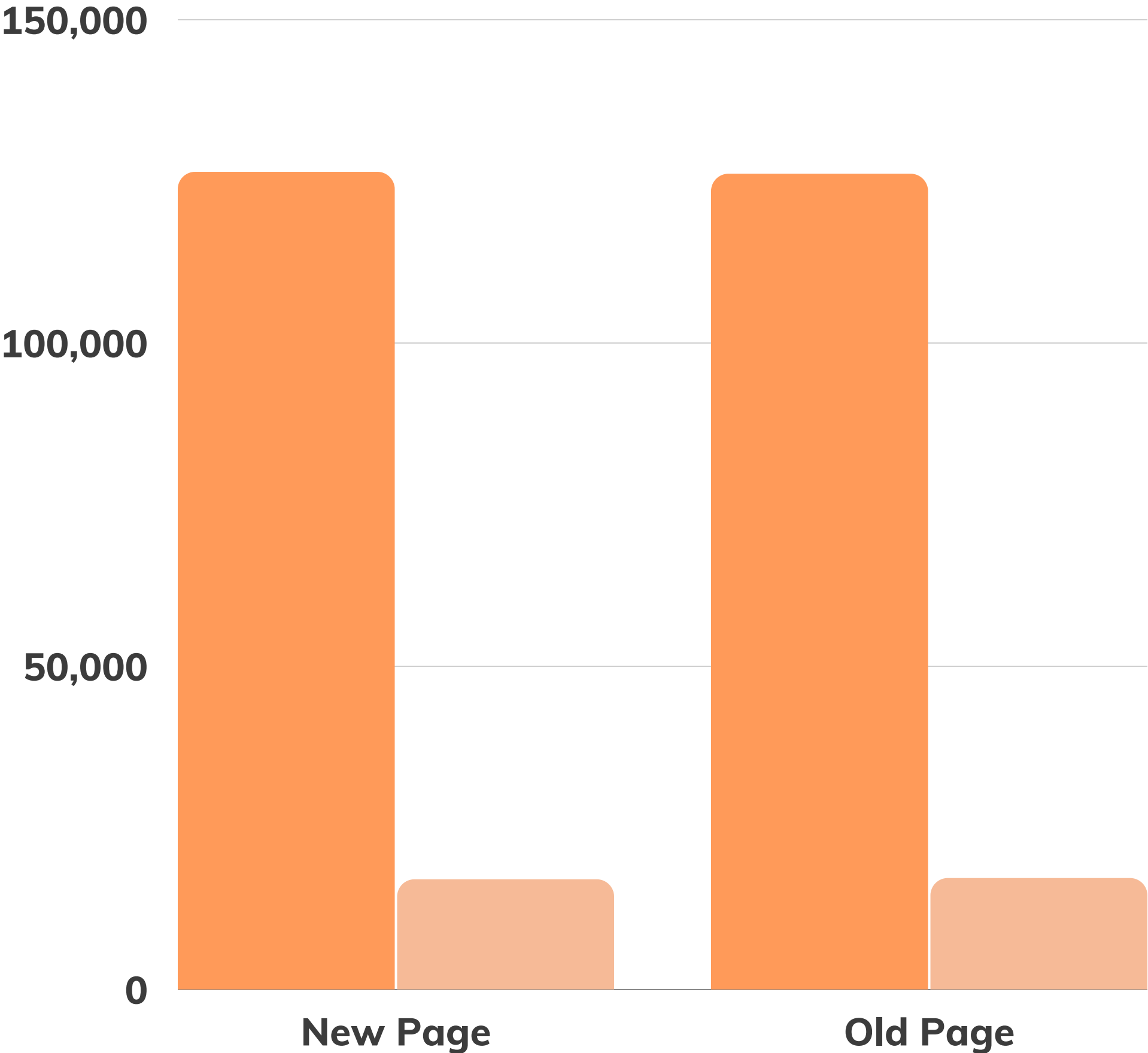
# Converted Users in a Day

There are average 1488 users who converted in a day.



# Conversion Rate by Payment Page

Conversion rate in old page is slightly higher than new page. We can actually prove that using T-Test.



## DATA SAMPLING

- With 2% of error, we are going to use Slovin method to sample the data.
- We will sample 2478 for each group contains user who accessed each payment page.

## CALCULATION

- With 2% of error, we are going to use Slovin method to sample the data.
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## HYPOTHESIS TESTING

- H0: Conversion rate in new page as same as in the old page
- H1: Conversion rate in new page is difference from old page

## P-VALUE CALCULATION

- P-value is 1.0 and it is above our alpha  $\alpha=0.05$  threshold, we **accept** hypothesis H0.
- With confidence level of 95%, the **new design did not perform significantly** different than the old one.



# Summary & Recommendation



After we revamped the payment page, we implemented A/B Testing and then calculated the result:

**The new design on payment page did not perform significantly different than the old one.**



## **Know our users**

Analysing the characteristics of users who converted in our product, then create persona to improve the UX.

## **Know the pain points**

Identifying the pain points on the payment page then start improve based on them, also make a strong CTA.



# Thank you!

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