

# Analysis of A/B Test Results

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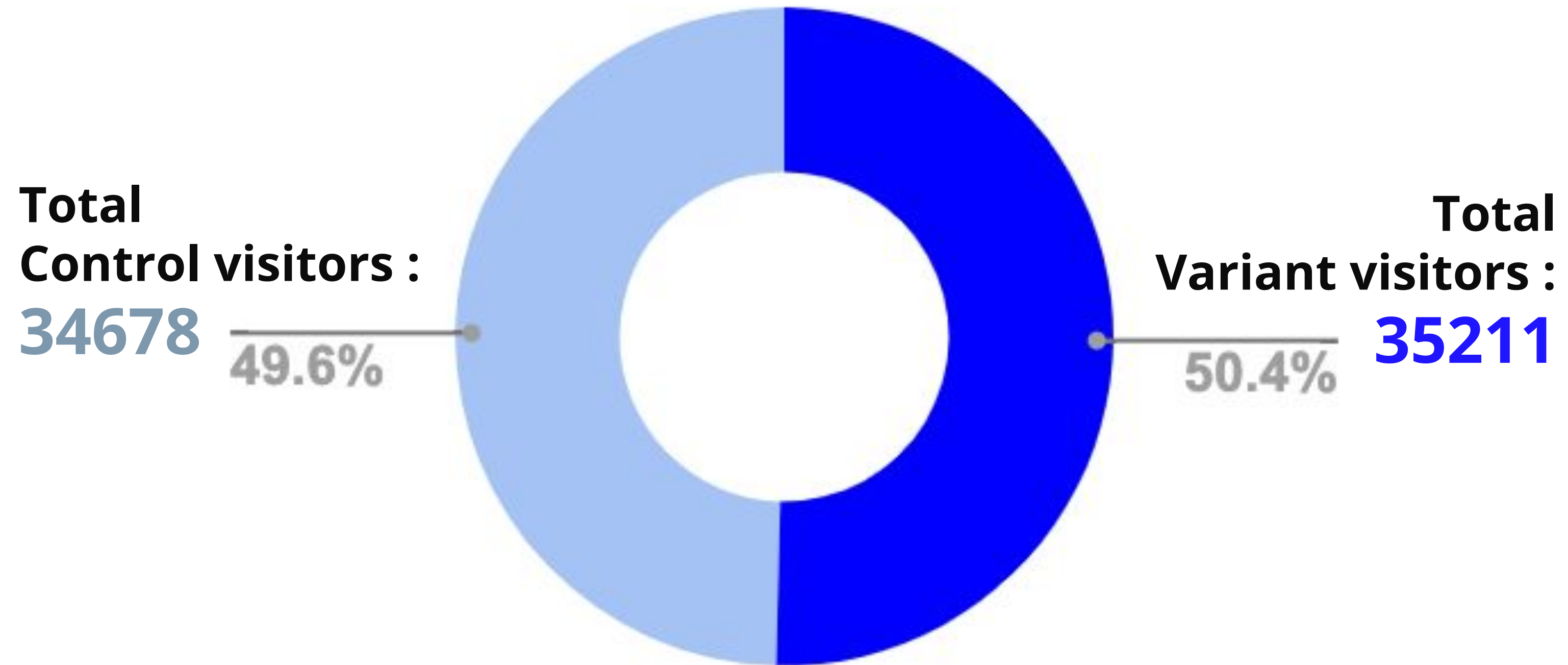


# Agenda




## Findings of A/B test analysis

- Experiment Setup
- Conversion Rates
- Experiment Results

# How Was the Experiment Implemented?






# Conversion Rates

	U.S. 	U.K. 	CA 
Control	10.7%	10.1%	9.4%
Treatment	15.8%	14.8%	15.4%

## Executive Summary

- In our experiment, after considering the conversion rate, the people from U.S. are incline to be the most of all country who choose new website page. Furthermore, the people from Canada. are incline to be the second rank of all country who choose new website and the people from U.K. get the last rank as well.

# Conversion Rates

	U.S. 	U.K. 	CA 
Control	10.7%	10.1%	9.4%
Treatment	15.8%	14.8%	15.4%

## Executive Summary

- In our experiment, after considering the difference between conversion rate of each country's control and treatment group, the people from Canada are incline to be the most of all country who choose new website page. Furthermore, the people from U.S. are incline to be the second rank of all country who choose new website and the people from U.K. get the last rank as well.

# Experiment Results

- Treatment Conversion Rate: ~ 0.15
- Control Conversion Rate: ~ 0.10
- Delta in Treatment vs. Control Conversion Rate: ~ 0.05
- p-value: 0.0
- Conclusion:
  - Delta in Treatment vs. Control Conversion Rate is higher than 0 which leads to calculate p-value by simulating all values from the normal distribution of the difference of the mean of proportion of treatment and control group and compare them to identify all values that are more than the delta conversion rate, 0.05, then compute its mean so that we can see the p-value amount.
  - After comparing p-value with 0.05, type I error rate, because p-value is less than 0.05 then we can conclude that we must reject the null hypothesis and choose alternative hypothesis which means choosing new website page is better than staying with the old version.