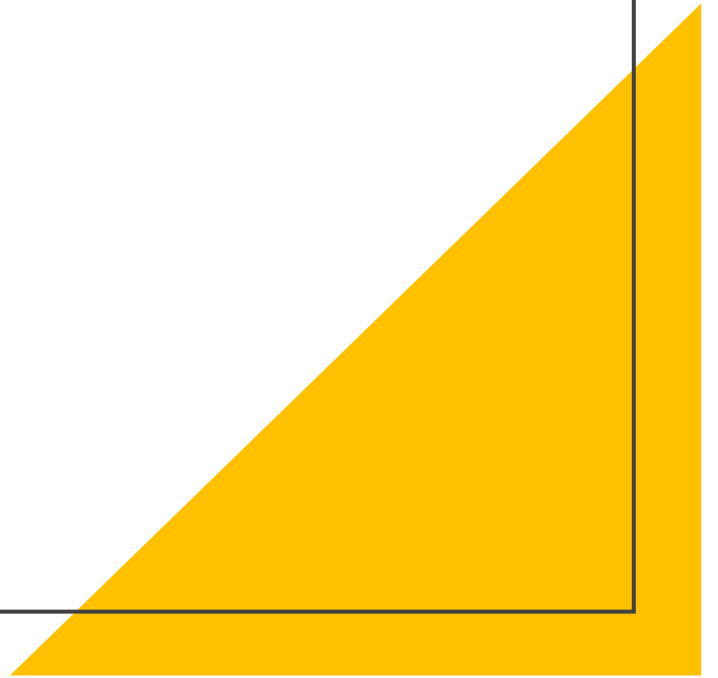# Globox A/B Testing

By Jamil El Ibrik

Purpose of The Test

- Reduce Risks
- Optimize user experience
- Enhance business metrics

Test Design

- Data Cleaning and extraction with SQL Query

- Data Analysis with Spreadsheet

- Data Visualization with Tableau and documentation

Hypothesis Testing

- Null Hypothesis

- Alternative Hypothesis

- User metrics: Average amount spent($) and conversion rate

The average amount spent per user in $ and conversion rate vs group
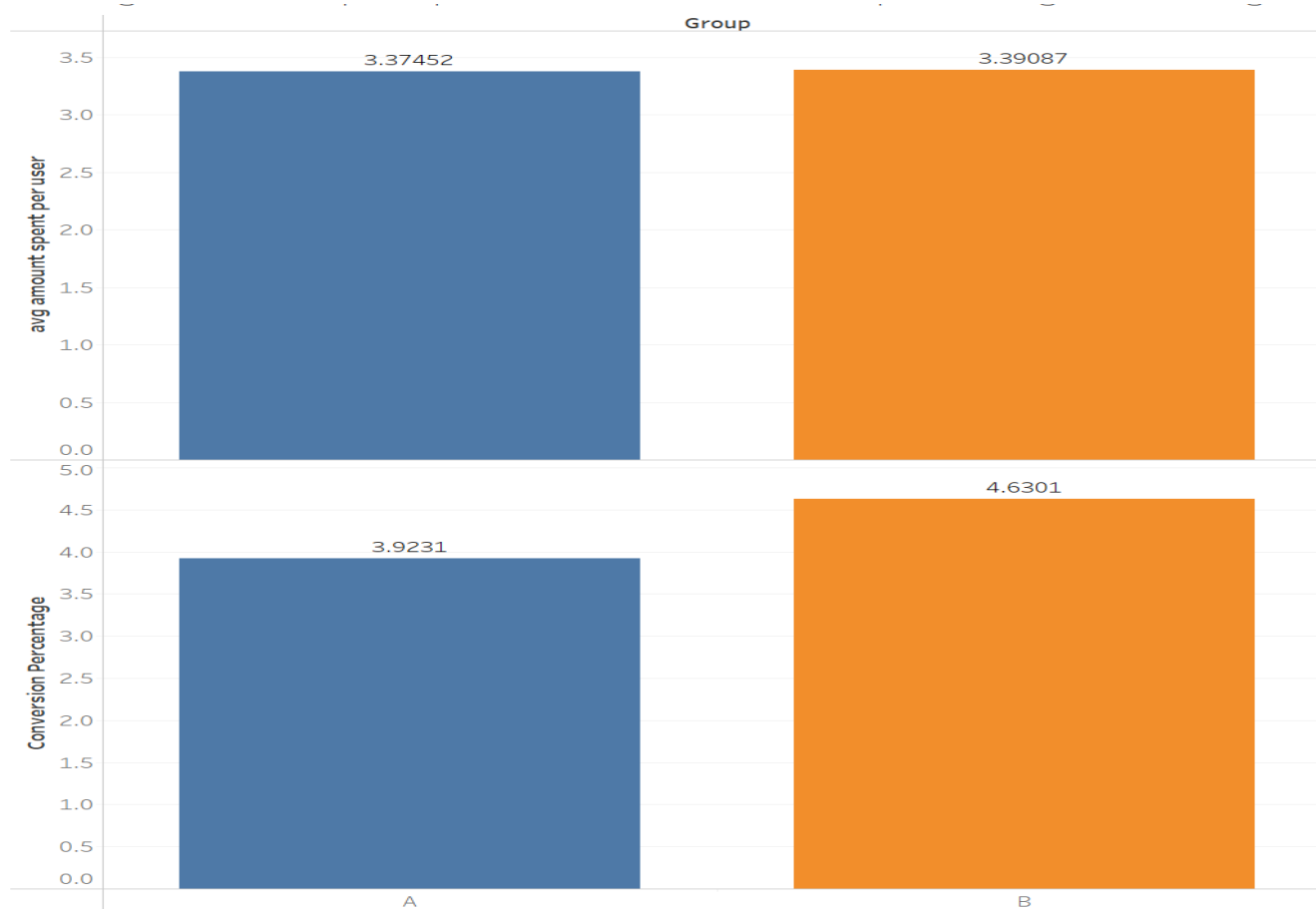
Recommendation

- Reiterate the experiment

- The conversion rate difference was statistically significant, but the

  average amount spent variation between groups was not.