

A/B Test for an E-commerce Checkout Redesign

Executive Summary

Overview:

An A/B test was conducted on an e-commerce platform to assess whether a redesigned checkout page improves conversion rates. The test involved nearly 300,000 users evenly split between control (current page) and treatment (new page).

Key Findings:

- The **overall conversion rate difference** between control (12.04%) and treatment (11.89%) is **not statistically significant** ($p = 0.189$).
- **Country-level analysis** (US, CA, UK) showed **no significant impact** from the redesign in any region.
- **Mismatch in test assignment** was found and cleaned prior to analysis, ensuring data integrity.

Recommendation:

The new checkout design does **not lead to improved performance**. It is recommended to **retain the current version** and consider further UX testing before another rollout attempt.

Next Steps:

- Conduct qualitative reviews and gather user feedback.
- Explore behavior by device type or traffic source.
- Consider testing smaller design changes individually.