**4. Conclusions and Decisions based on Testing**

**Here are the facts**

• Both raw data and filtered data showed statistically significant differences in conversion between groups.

• Both raw data and filtered data show statistically significant differences in average order size between groups.

• The graph showing the difference in conversion between groups shows that group B's results are better and show significant improvement

• The graph showing the difference in average order size between groups shows that group B's results are getting better day by day, higher than group A

**Based on these facts**

it can be concluded to stop testing, and consider group B as the leader. There is no point in continuing this test because it has already been found that the probability that segment B will be better than segment A exists.