

# Analyze A/B Test Results

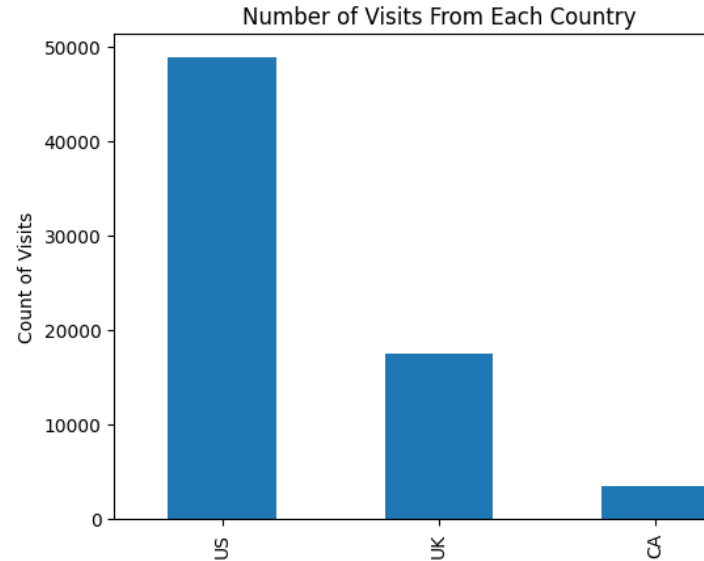
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# How Was The Experiment Implemented?

**Total Variant Visitors: 35,211**

**Total Control  
Participants: 34,678**



# Conversion Rates

|           | U.S.  | U.K.  | CA    |
|-----------|-------|-------|-------|
| Control   | 10.7% | 10.2% | 9.4%  |
| Treatment | 15.8% | 14.9% | 15.4% |

**Executive Summary:** the difference between the conversion rates for each country suggest that the new webpage “Treatment” has a higher conversion rate than the original webpage “Control.”

# Experiment Results

Treatment Conversion Rate: 15.6%

Control Conversion Rate: 10.7 %

Delta in Treatment vs. Control Conversion Rate: 4.9%

p-value: 0.05

Conclusion: The results of the experiment suggest that there is a difference between the conversion rates for the Treatment page and the Control page.

# Country Results

Conclusion: There appears to be a difference between the conversion rates between each country. Though the p-value for the US is .0170 indicating that it is not statistically significant. The p-value for the US is statistically significant at 0.013.