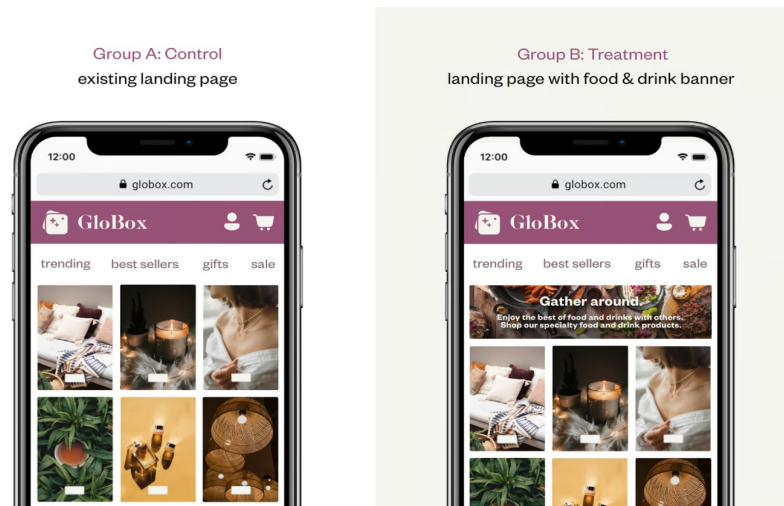


Globox Website A/B Test Analysis and Recommendations

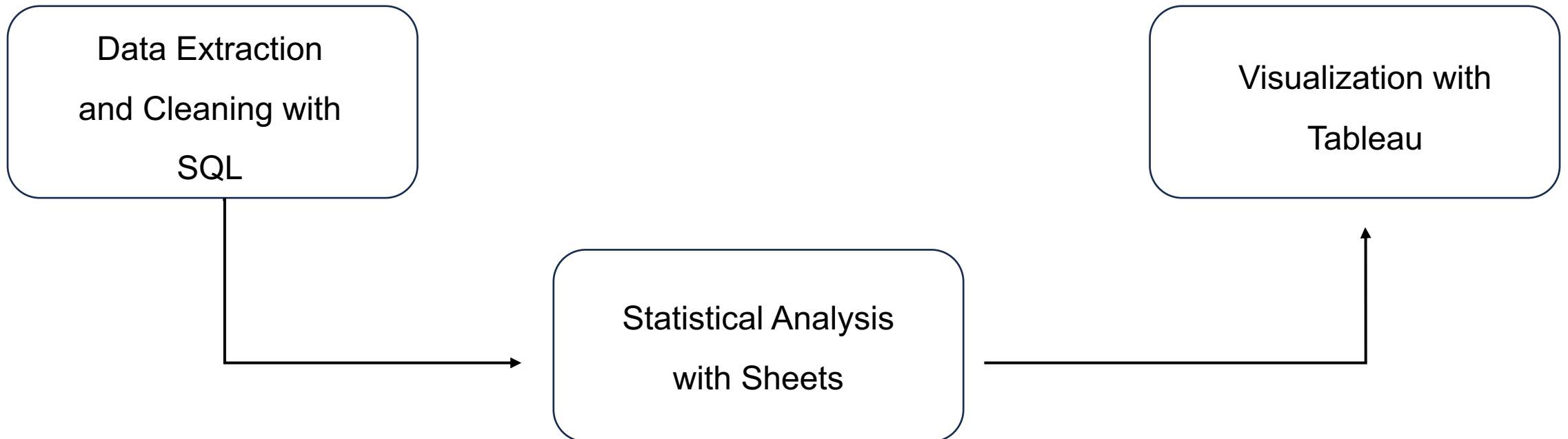


Assessing the Impact of a New Banner on User Behaviour and Conversion Rate

By João Morgado

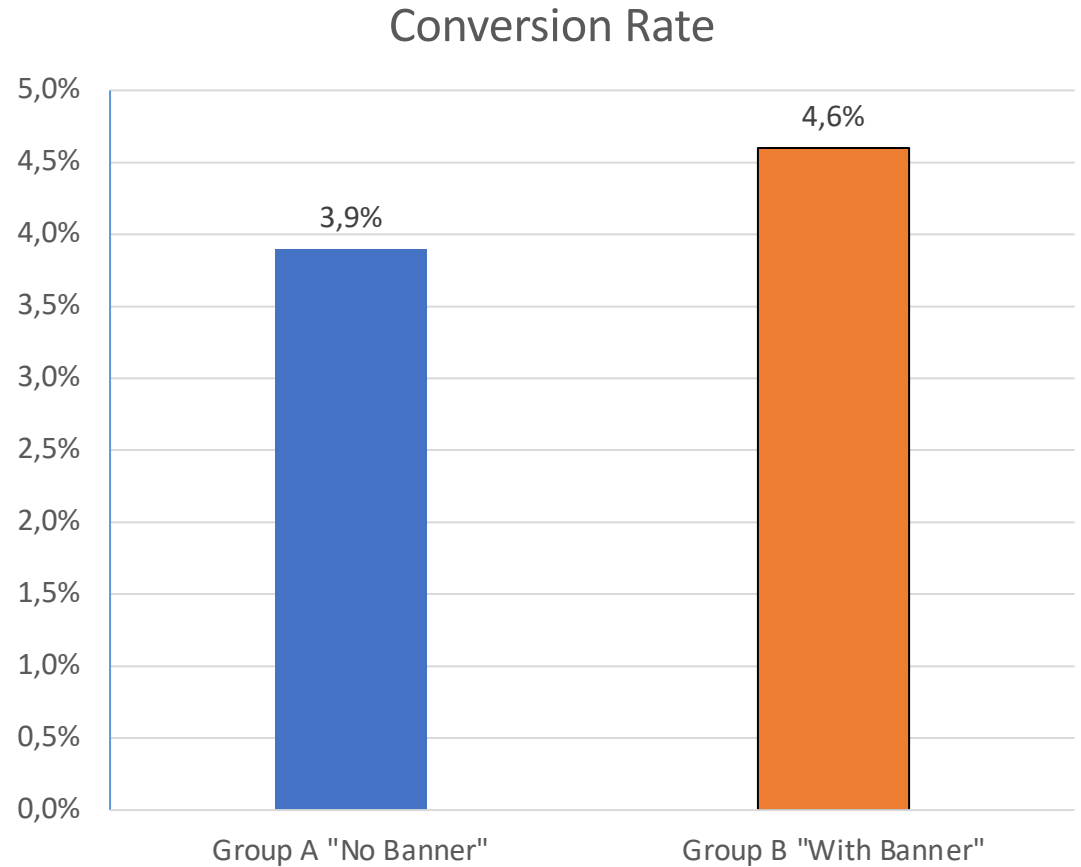
Introduction & Approach

- Data Extraction and Cleaning:** Used SQL to extract and clean the dataset, focusing on essential variables like user ID, country, gender, device, group assignment, and purchase status.
- Statistical Analysis:** Conducted hypothesis testing and calculated confidence intervals using Sheets.
- Visualization:** Created visualizations using Tableau to intuitively present the findings.



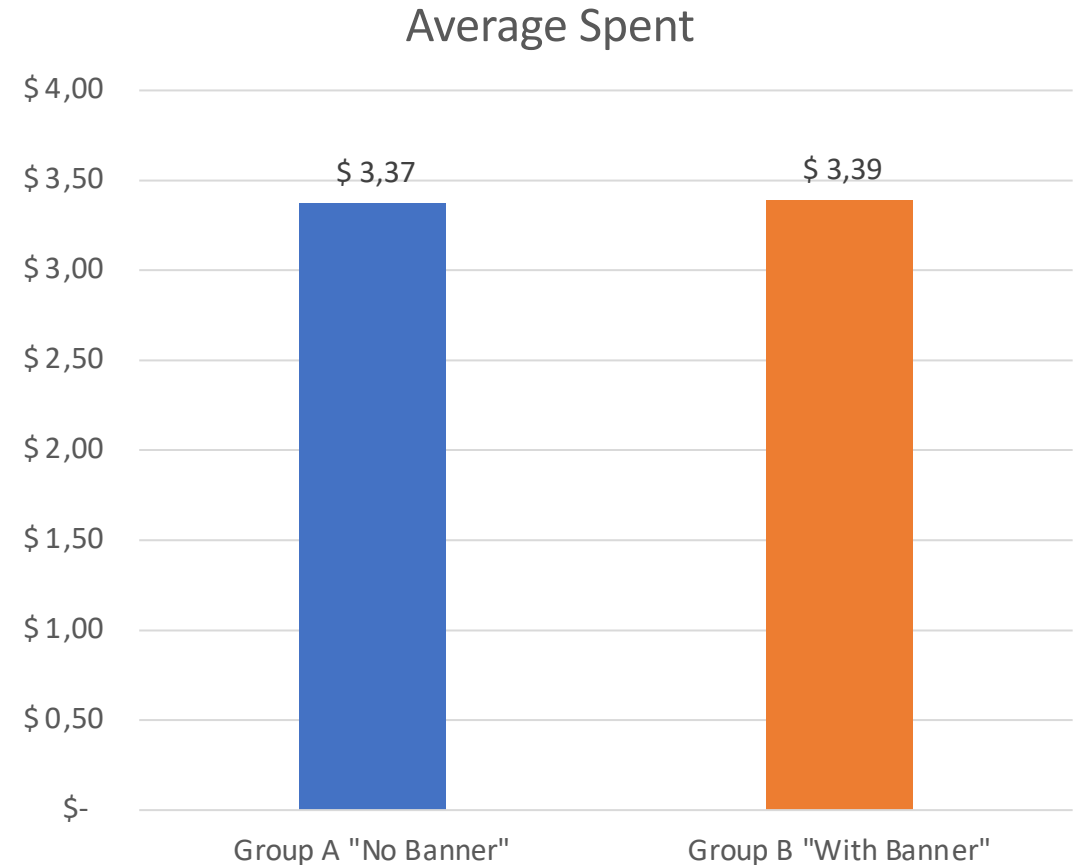
Key Finding: Banner Increases Conversion Rate

The A/B test showed a significant increase in conversion rate for users exposed to the banner (Group B) compared to those who were not (Group A). The difference signifies the positive impact of the banner on user engagement and conversions.



Key Finding: Average Amount Spent Remains Unchanged

The A/B test revealed that the banner had little to no effect on the average amount spent by users in both Group A and Group B. This suggests the banner primarily influenced user engagement and conversions rather than influencing how much users spent.

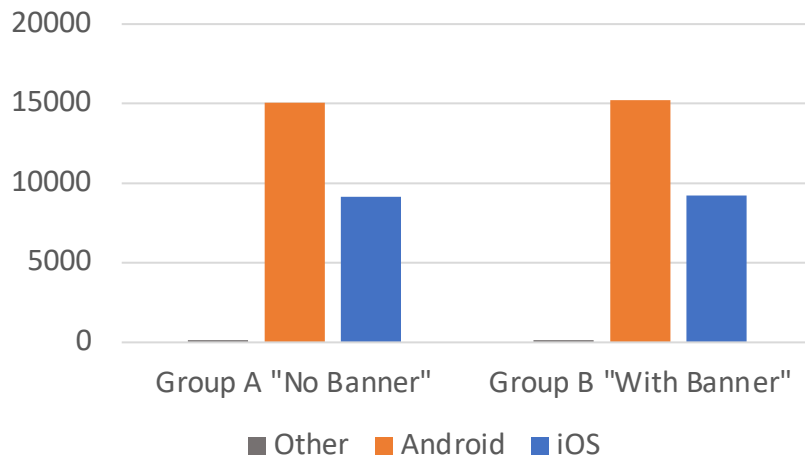


Other Influential Factors and Insights

Device Types

Device type did not influence the results - iOS and Android users showed similar behaviors across both groups.

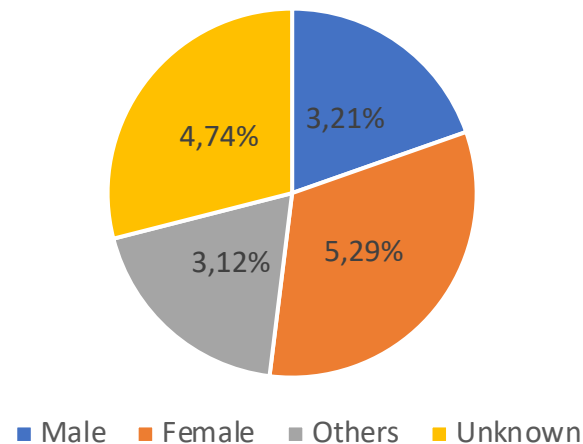
Device Distribution



Gender

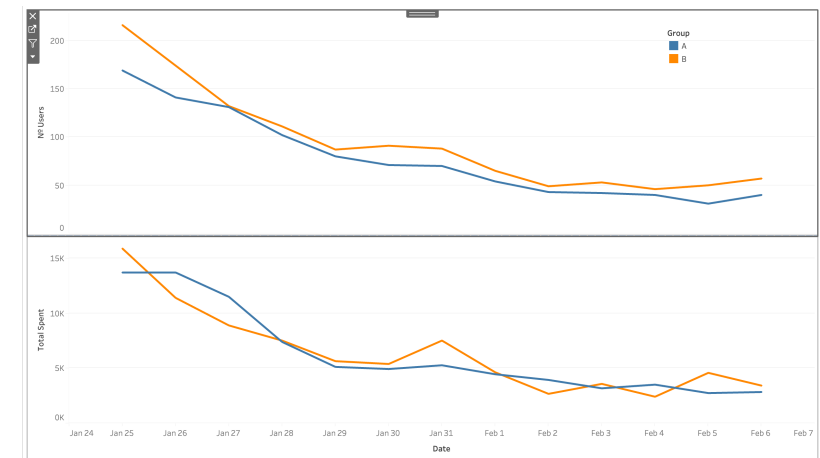
Gender appeared to play a role, with females showing higher conversion rates and average spending.

Conversion Rate



Novelty Effect

No observable novelty effect - Group B's performance remained consistent throughout the testing period, indicating the banner's sustained effectiveness.



Conclusion & Recommendations

- **Summary of Key Findings:**

- Banner significantly increased conversion rate by 0.7%.
- No notable impact on the average amount spent.
- Device distribution was balanced between groups, ruling out device-related bias.
- Gender showed influence, with females demonstrating higher conversion rates and spending.

- **Recommendations:**

- Implement the banner given the positive conversion rate results.
- Explore strategies to raise the average spend per user.
- Conduct larger A/B tests for more precise results.
- Continuously monitor banner performance and collect data for ongoing analysis.

Thank you