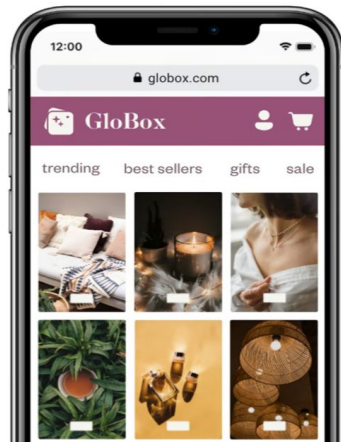


GloBox - A/B Test

Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner





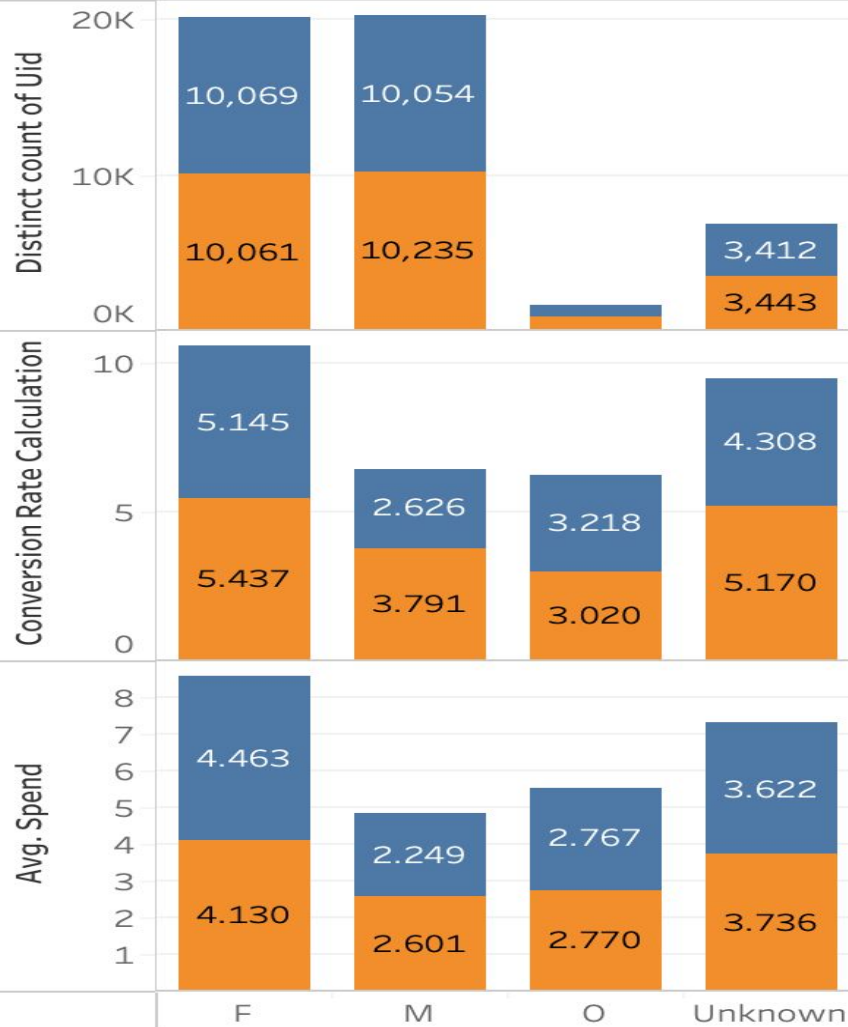
Executive Summary

GloBox is well-known for its boutique fashion and upscale decor. Recently, our food and drink offerings have seen significant growth. To increase revenue, we aim to highlight this category.

Objectives:

1. Promote the Food & Drink section.
2. Increase overall revenue by tapping into the potential of this expanding product category.

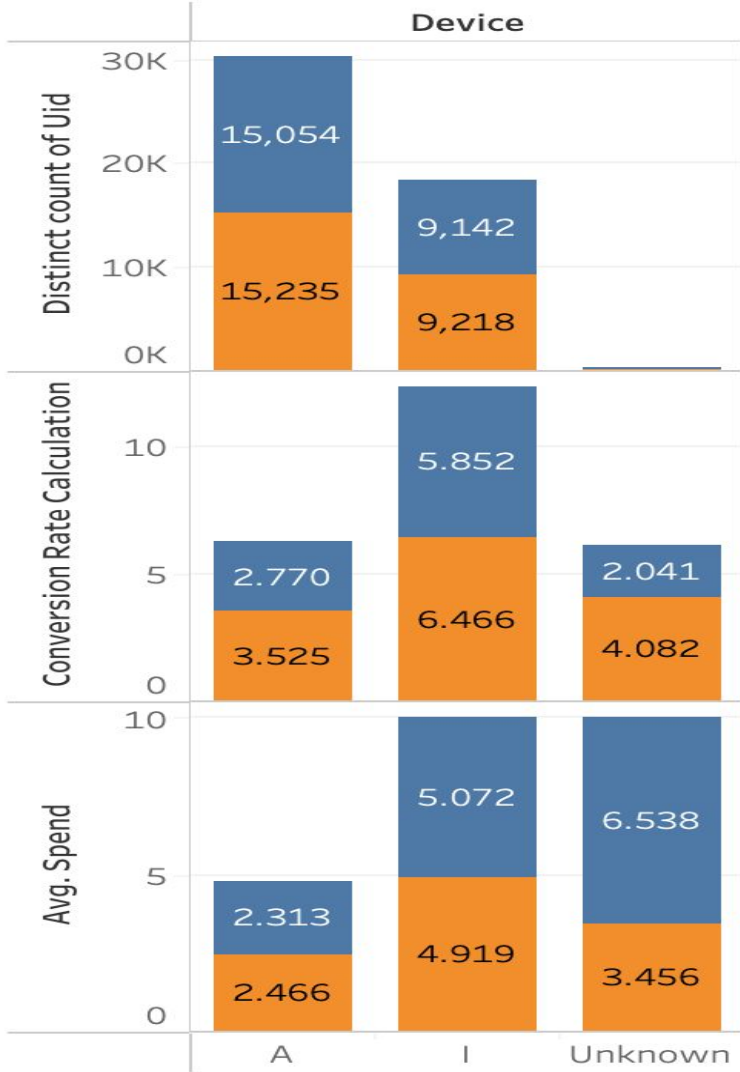
Gender



Gender and Test Metrics

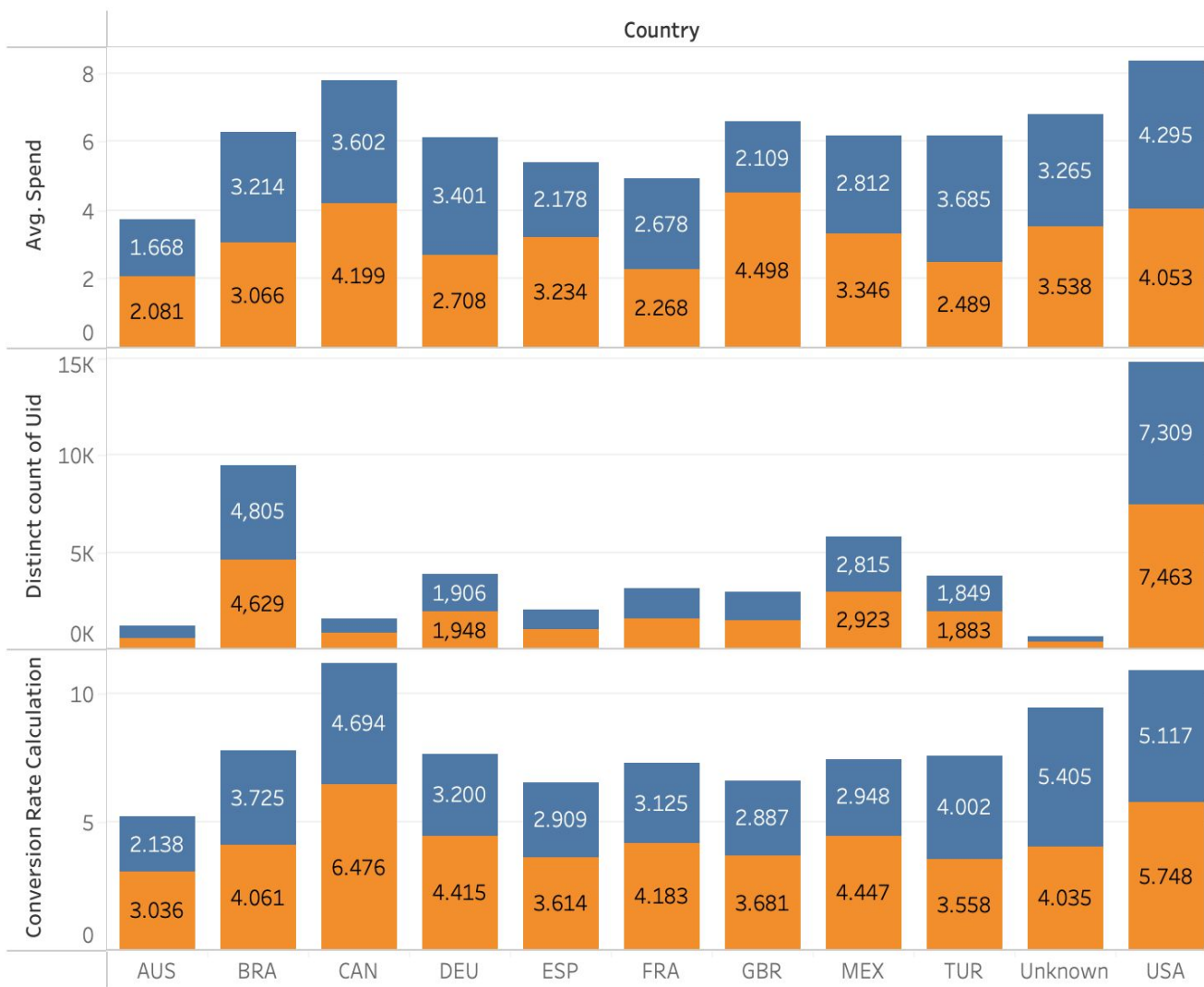
-Female users generally have higher conversion rates and spend more.

-male users in the **treatment** group showed a **44% increase in conversions** and a **15% higher spending** compared to the control group.



device and Test Metrics

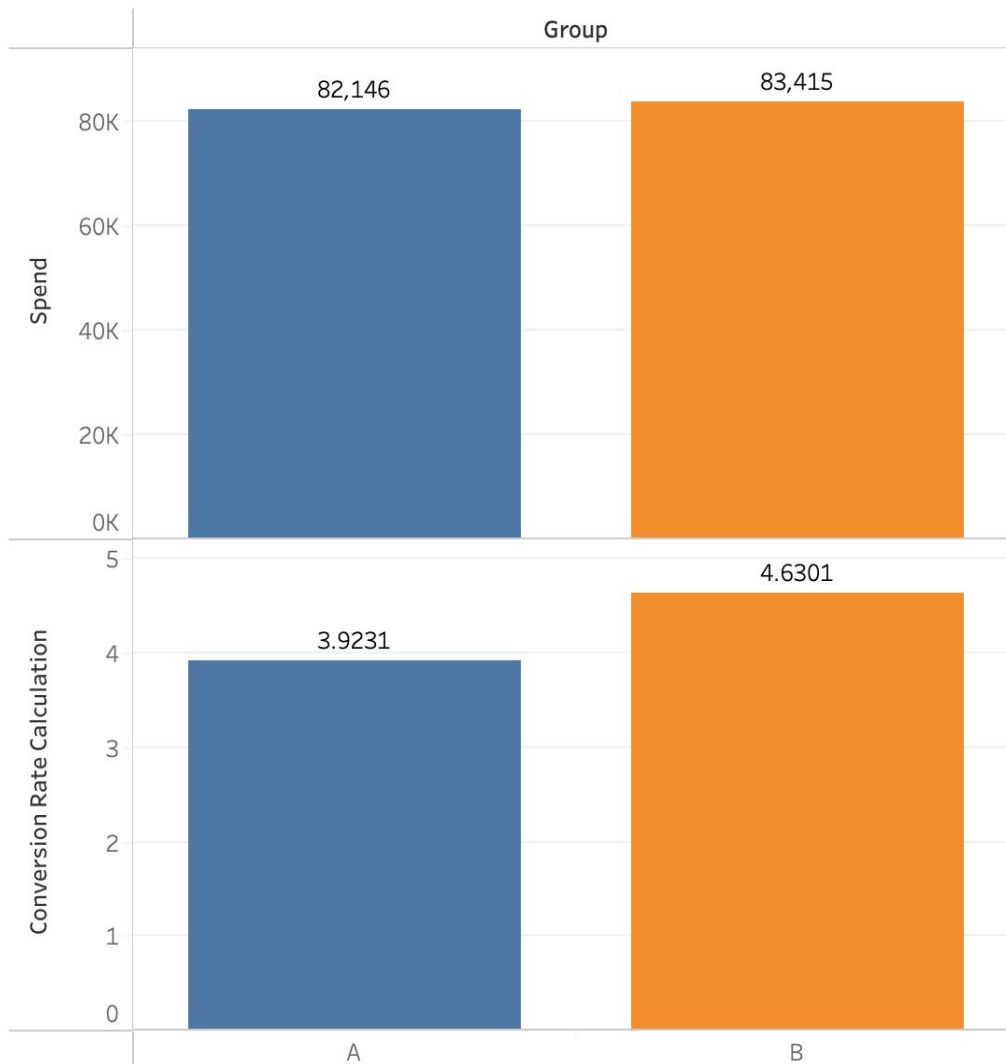
- The treatment resulted in a **higher conversion rate increase** for **Android** users compared to the control.
- **IOS** users exhibit **higher overall conversion rates and average spending**.



Country and test metrics

- The **USA** boasts the **largest user base and the second-highest conversion rate overall**

-**Caution** is warranted in interpreting Canada's seemingly high conversion rate due to a small sample size.



Conversion Rate and Average Amount Spent

- The testing indicated a **notable 18% rise in conversion rates** for the treatment group compared to the control group.

-**No significant difference** emerged in the average amount spent per user.



Conclusions

- **Key Takeaways:** The banner significantly boosts conversion rates, showing potential for better user engagement and revenue.
- **Limitations/Considerations:** Watch out for biases and explore further to better understand user behavior.

Recommendations

- **Next Steps:** Due to its low cost, I do recommend to integrate the banner across all users, while remaining observing and testing the impact and way to improve efficiency and gain confidence.
- **Further Analysis:** Keep refining by exploring user patterns through segmentation analysis and continuous testing for sustained impact on conversion rates and revenue. Gather more relevant and specified key metrics among longer time periods, therefore, launching it would allow doing so seamlessly.