

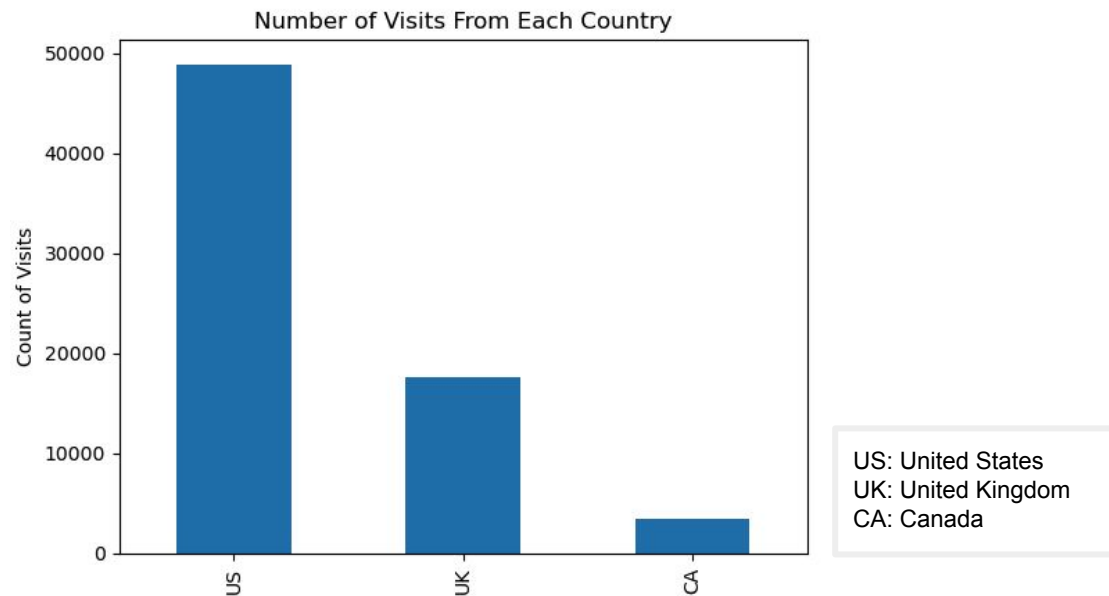
Analyze A/B Test Results



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 conversion rate probabilities suggest the Treatment group was most effective in Canada and the United States.

Experiment Results

Treatment Conversion Rate: 15.5%

Control Conversion Rate: 10.5%

Delta in Treatment vs. Control Conversion Rate: 5%

p-value: 0

Conclusion: The delta in conversion rates among the groups suggest there is significant statistic evidence that the treatment group was impacted by the new page.

Country Results

Conclusion: The differences in conversion rates between countries is approximately 5%.

US: 5.1%

UK: 4.7%

CA: 6.0%

The most significant p-value was 0.2 for the US and very small for the UK and CA.

With small p-values and significant increases in conversion rates across all countries, we have evidence to reject the null hypothesis given all else remains constant.