[trending](#)[best sellers](#)[gifts](#)[sale](#)

## Gather around.

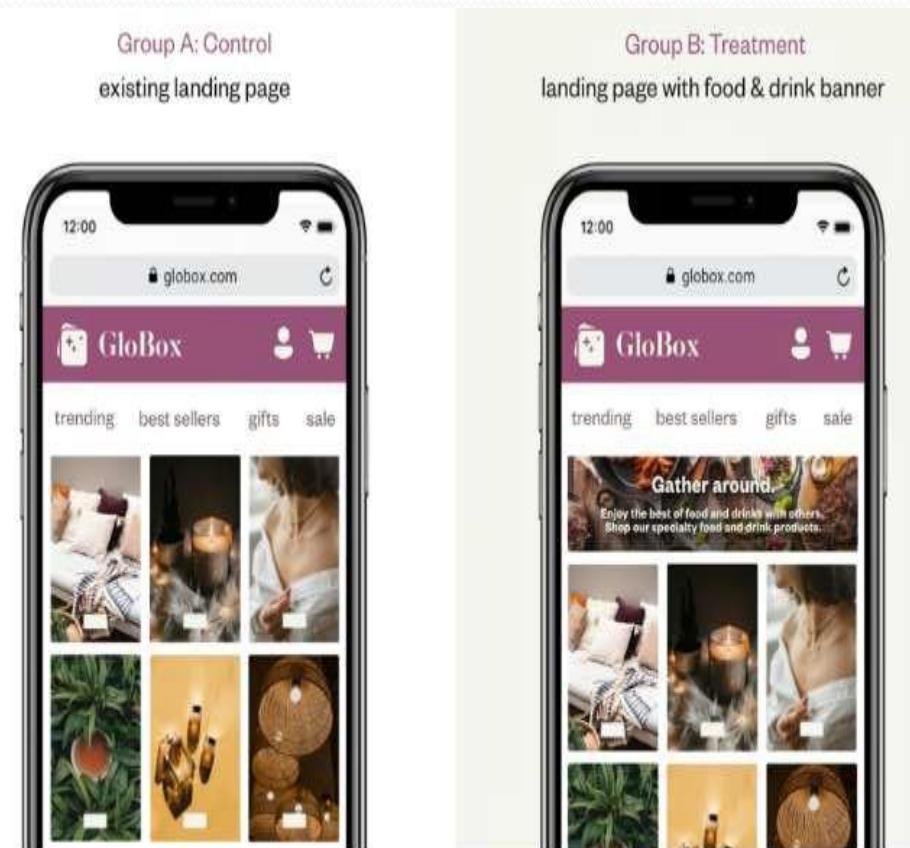
Enjoy the best of food and drinks with others.  
Shop our speciality food and drink products.



# Experiment new test page

based on 48943 users

We test the new homepage (group B) against the old homepage (group A)  
hoping to get more revenue from the new homepage



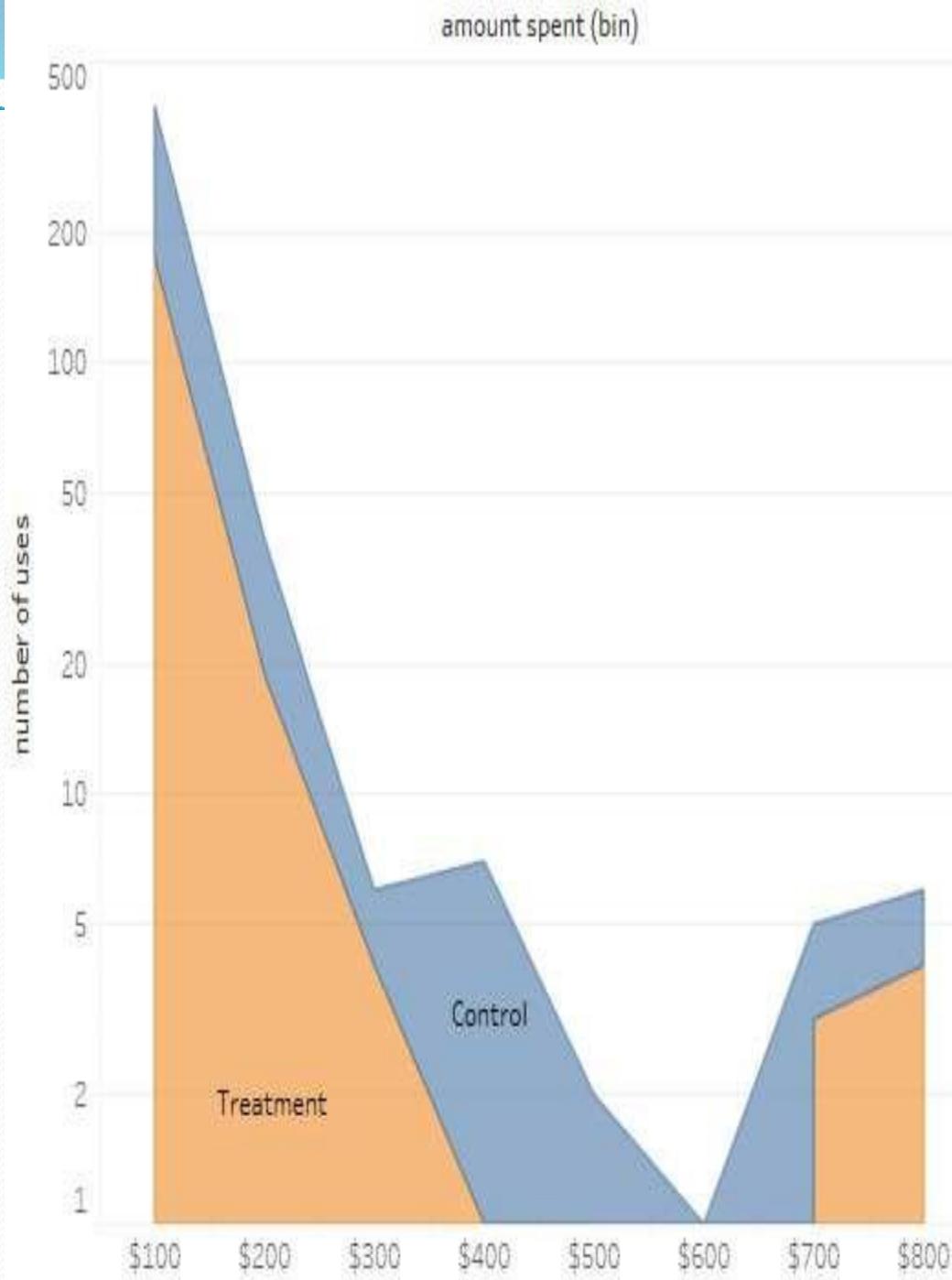
We conducted our experiment on users different groups and devices ;

- Control group 24343 users
- Treatment group 24600 users
- On ANDROID and IOS

### users by group and device

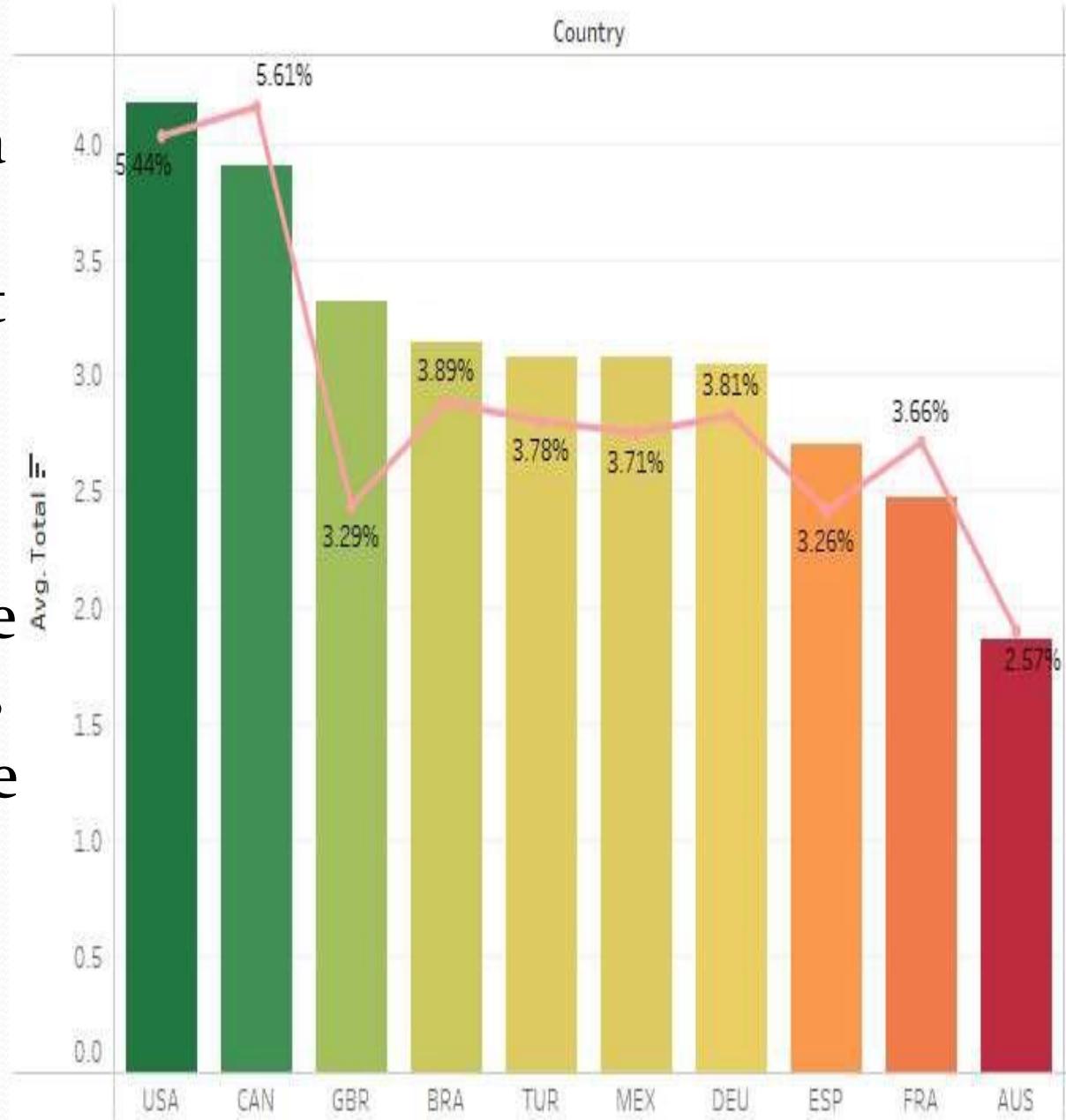
Test group	Distinct count of Id	Device			Grand Tot..
		ANDROID	iOS	no info	
Control	Distinct count of Id	15,054	9,142	147	24,343
	user converted	417	535	3	955
Treatment	Distinct count of Id	15,235	9,218	147	24,600
	user converted	537	596	6	1,139

- In our distribution we saw a difference in the number of users that converted in each group
- There is more users spent in control group than test group



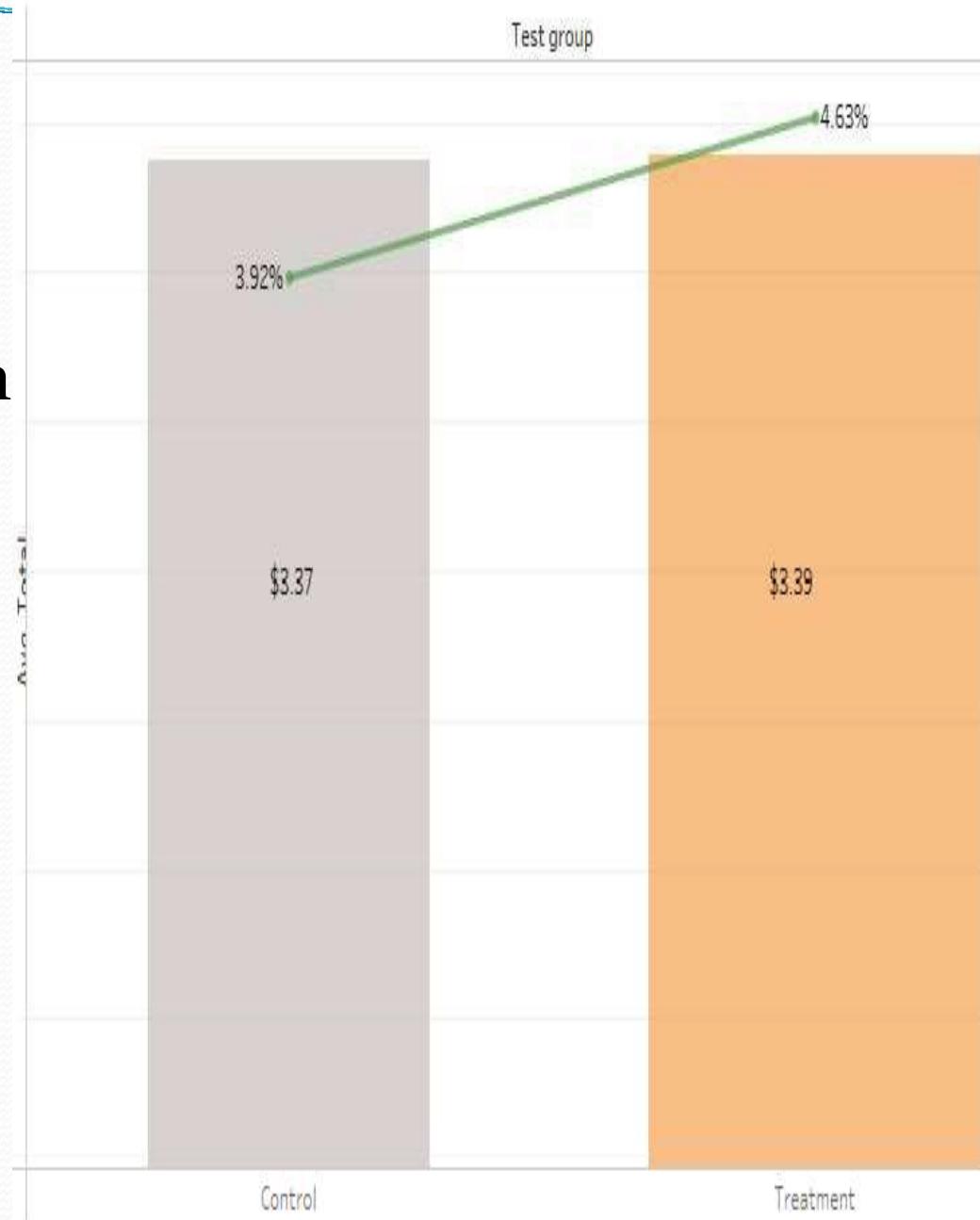
## AVG & CRT by country

- We see that there is a relation between the average amount spent and the conversion rate in the countries
- Approximately the country that has more avg amount spent has higher conversion rate



## conversion rat & avg spent by groups

- We saw there is a difference in the conversion rate between the two groups
  - Control group with 3.92%
  - Treatment group with 4.63%

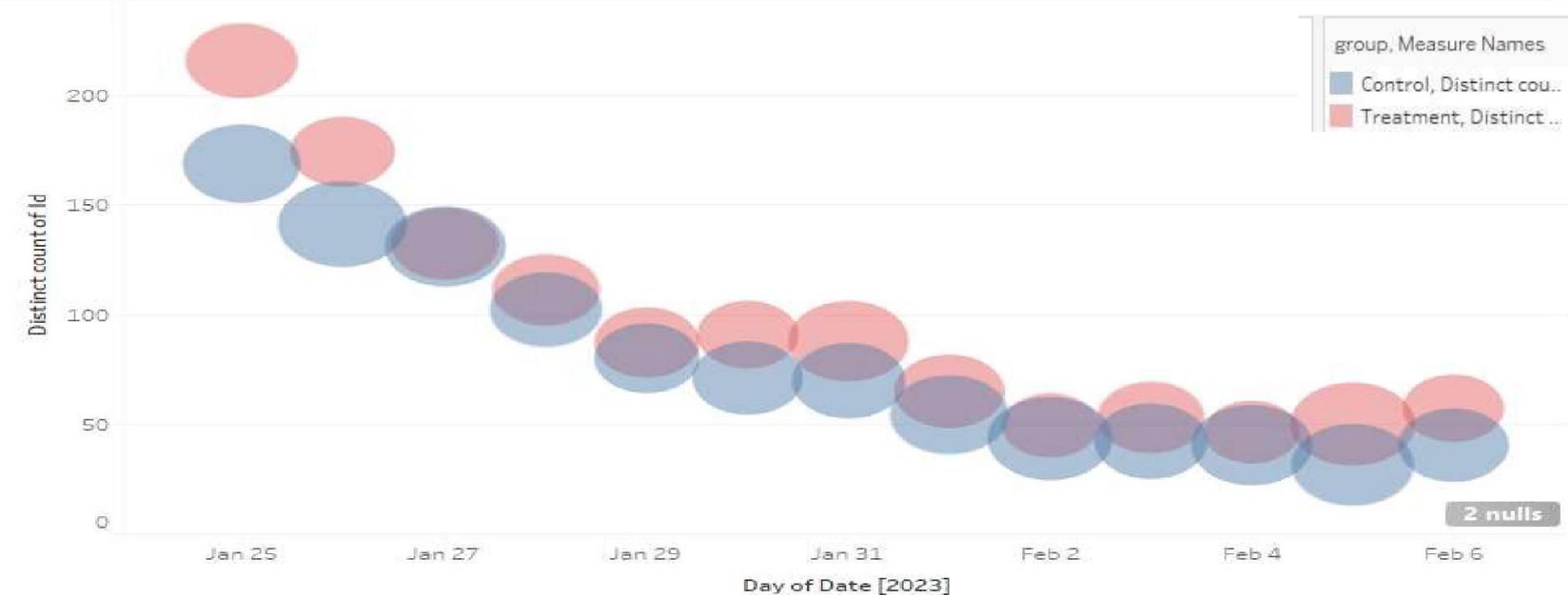


The average spent in total is higher in treatment group compare to the control. However, the average spent per day is higher in the control group. Because the number of users is less in control than treatment group.

Per the chart, as the number of user gets higher, the average spend get higher in the control group.

\*user → higher : average → higher --- control over , treatment

number of users and average spent by group per day



Confidence interval chart



- We saw strong statistical evidence that the conversion rate was different between the Control group and Treatment group

# •Conclusion

- based on the results of the A/B test.

## Our recommendation

We didn't see enough improvement in our metrics of success, so it's not a good idea to release the banner to all users.

Group A: Control  
existing landing page



Group B: Treatment  
landing page with food & drink banner

