Ad A/B Testing

Final Report

**Problem Statement**

A/B testing is, at its most basic, a way to compare two versions of something to figure out which performs better. This method of testing has been around for a long time and is an intuitive way to compare similar things. Its no wonder that A/B testing is still an important testing method used by businesses today to look at any number of metrics (eg. customer engagement, web traffic, revenue) and see which versions increase performance.

AdSmart is looking to increase customer engagement with their questionnaire. They have recorded the data on users that have seen a dummy ad and users that have seen the new ad. Which version of their ad performs better?

**Datasets**

* AdSmartABdata – A dataset from a company running an a/b test on a new advertisement to test customer engagement with their questionnaire.
  + Half of the users are given a dummy ad and the other half are given the new ad. Measure of success is if the user clicks on ‘yes’ after viewing the ad

**Data Wrangling**

I took the date and hour column that were originally two separate columns and converted them to date time and combined them together. There was also a yes and no column that I changed into a success and no response column.

Success tracks if the user clicked on yes on the questionnaire at the end of the ad. No response tracks if the user did not respond to the questionnaire. Each combination of these metrics shows every possible combination of user engagement.

* if success is 0 and no\_response is 0 - user clicked on no after the ad
* if success is 1 and no\_response is 0 - user clicked on yes after the ad
* if success is 0 and no\_response is 1 - user neither clicked on yes or no
* if success is 1 and no\_response is 1 - not possible in our implementation.

**EDA**

The first thing I did when exploring the data was to check the sample size of the control and exposed group. After I confirmed that each group had roughly 4000 users, I then moved on to explore the breakdown of each of the different metrics to measure user engagement. Seen in Figure 1

**Chart, bar chart

Description automatically generated**

Figure 1: Breakdown of user outcomes in control and exposed group

The data has an overwhelming majority of no responses. Most people that saw either ad declined to answer the questionnaire at the end. However, I chose to keep the no response column as I also wanted to measure the customer disengagement rate between groups.

I can now answer three different questions about the data in the modeling section. How does our new ad perform when looking at the yes responses vs no/no response? How does our ad perform when looking at just the yes responses vs no responses? And how does our ad perform when looking at those that responded vs no response?

**Modeling**

For my model, I used a Z test as the sample size of my data was large enough that the distribution was roughly normal

**Z Test - yes vs no/noresponse**

Null hypothesis: There is no significant difference between the ad success rate of both groups

Alt hypothesis: There is significant difference between the ad success of both groups

p value: 0.035

Since the p value is less than 0.05, then we reject the null hypothesis. There is a significant difference in ad success between the control group and the exposed group.

The exposed group were more likely to click yes after viewing the new ad. The ad success rate of the control group was found to be 6.48% and the exposed group to be 7.69%

**Z Test – yes vs no**

Null hypothesis: There is no significant difference between the questionnaire engagement rate of both groups

Alt hypothesis: There is significant difference between the questionnaire engagement rate of both groups

p value: 0.052

Since the p value is greater than 0.05, then we fail to reject the null hypothesis. There is no significant difference in questionnaire engagement between the control group and the exposed group.

That means that when filtering out the no response answers. The proportion of users that clicked on yes or no is about the same in both groups.

**Z test - No Response vs Response**

Null hypothesis: There is no significant difference between ad disengagement rate between groups

Alt hypothesis: There is significant difference between ad disengagement rate between groups

value: 0.012

Since the p value is less than 0.05, then we reject the null hypothesis. There is a significant difference in questionnaire disengagement rate in the control group and the exposed group.

That means that our exposed group were less likely to click away from the ad and answer either yes or no at the end of the ad. The new ad is better at getting a response from users and could also mean that it is better at converting customers into a response, even if it was positive or negative.

**Outcome Table**

|  |  |  |
| --- | --- | --- |
| **Test** | **P Value** | **Results** |
| Yes vs no/no response | 0.035006 | Reject the null hypothesis. There is a significant difference in ad success between the control group and the exposed group |
| Yes vs no | 0.518486 | Fail to reject the null hypothesis. There is no significant difference in questionnaire engagement between the control group and the exposed group. |
| no response vs response | 0.012495 | Reject the null hypothesis. There is a significant difference in questionnaire disengagement between the control group and the exposed group. |

**Insights & Recommendations**

**Insights**

* When looking at the different statistical models, we ran the model on different metrics of 'success'
* The test for yes vs no/response shows that the differences between control and exposed group was significant. The new ad had an improved impact on customers engaging in the questionnaire
* The data shows the ad success rate of the control group to be 6.48% and the exposed group to be 7.69%
* The test for only Yes vs No responses shows that the differences were not significant.
* The test for no response rate shows that there is a significant difference between the control and exposed group. The exposed group has a lower rate of no response compared to the control group.
* The data shows the ad no response rate of the control group to be 85.61% and the exposed group to be 83.60%

**Recommendations**

* The data suggests that when looking at yes responses vs no/no response and no response rate, the new ad has more people engaging with the questionnaire.
* In the Yes vs No model, however we saw no statistical significance between the groups
* That would mean that the new ad is better at converting customers that normally would not respond
* Therefore, I would recommend the business use the new ad as it has shown to increase customer engagement with the questionnaire

**Further Research**

This experiment looked at how many people answered AdSmart’s questionnaire. Further A/B testing and experimentation could be done to see if the new ad translated to more revenue for the company.

Further research could also be done on expanding the data that is gathered on users, such as gender or locational data. The new ad could be further refined to target which platform users accessed the Ad from. All of these factors would help AdSmart target specific audiences more efficiently.