A/B Test Overview

Number of Users
● A ● B

49.6% 50.4%

Conversion Rate
15%

14.07%

10%

5.40%

5%

0%
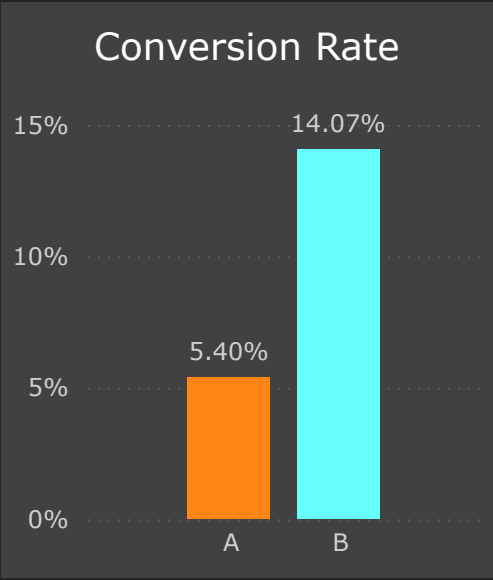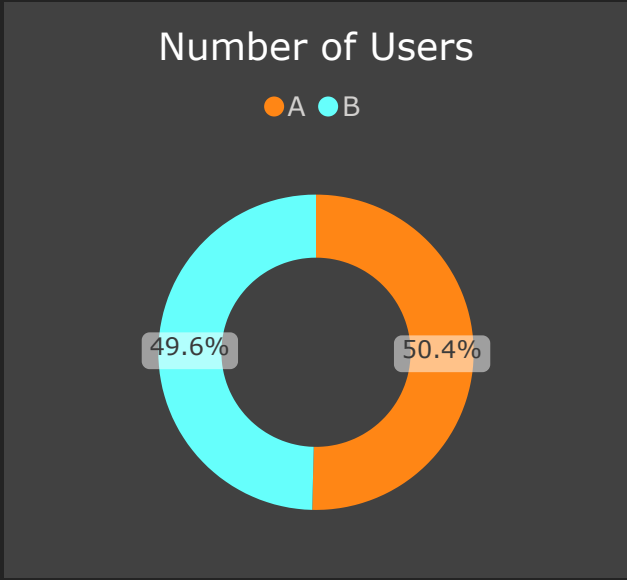
A   B

Variant B clearly outperforms A on conversion.

Both assignment sizes are balanced (~2.5K each)

Group

| A | B |

Device

| Desktop | Mobile |

Location

All ▼

Statistical Significance

0.000	10.35
p-value (z)	Z statistic

p < 0.05 and high Z-stat:
Results statistically significant, not due to random chance.

95% confident that the new version (B) is genuinely better.

Business Impact

8.67%	160.55%
Lift Absolute	Lift Relative

The 160.5% relative lift means the new design B more than doubled the original conversion rate.

Average Page Views by Device
● Desktop ● Mobile

A   7.52 / 7.64
B   7.54 / 7.44

0   5
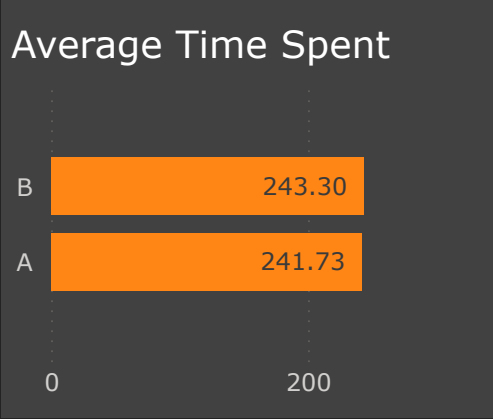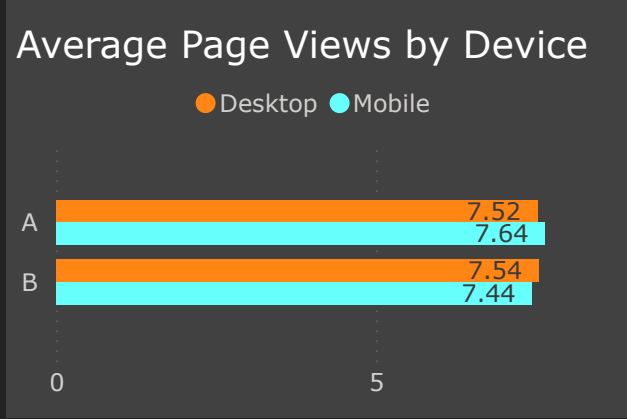
Average page views & time spent are similar between groups - no hidden bias.

Average Time Spent

B   243.30
A   241.73

0   200

Confidence Intervals

0.06	0.15
CI A Upper	CI B Upper
0.05	0.13
CI A Lower	CI B Lower

The confidence intervals for Version A and B do not overlap.

Hence, no margin of error.

What-If Analysis

Minimum Detectable Effect (MDE) ▼

0.05

Ship B (stat sig & meets MDE)

Decision

A/B Test - Deep Dive

2519	2481	5.40%	14.07%
Users A	Users B	ConvRate A	ConvRate B

Group

| A | B |

Device

| Desktop | Mobile |

Location

| All |

Conversion Rate by Page Views

● A ● B

0.20
0.15
0.10
0.05
0.00

Page Views: 0-1, 11+, 2-3, 4-6, 7-10
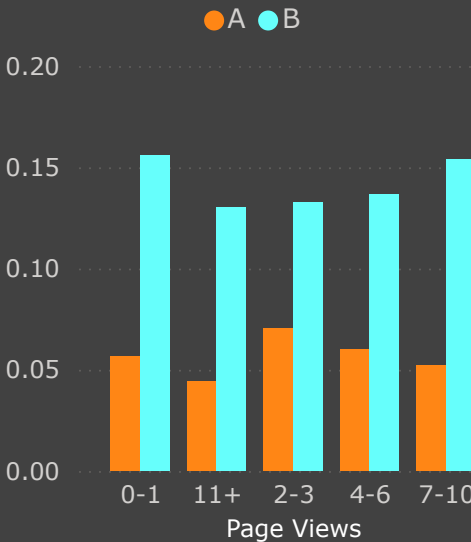
Conversion Rate by Location

● Desktop ● Mobile

0.2
0.1
0.0

England, Wales, Scotland, Northern Ireland
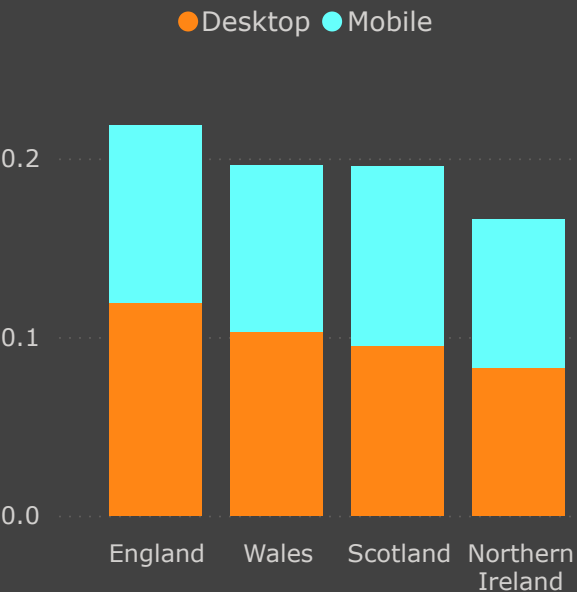
Conversion Rate by device

● A ● B

Desktop
Mobile

0.00 0.05 0.10 0.15 0.20
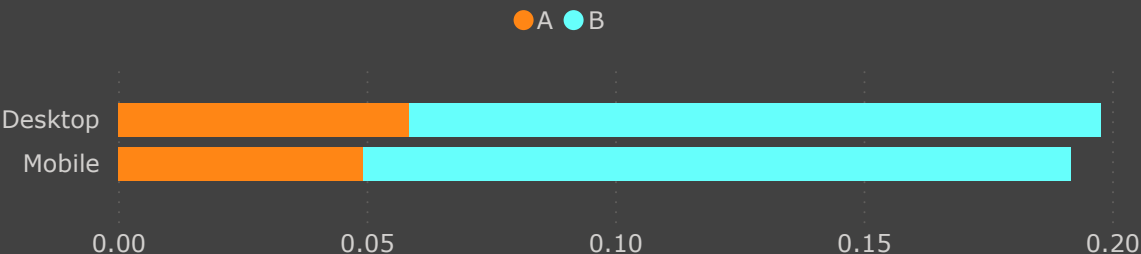
Projected Business Impact

8.67%
Lift Absolute

160.55%
Lift Relative

Avg Order Value (€)
80

Monthly Traffic
3050000

€ 21.15M
Projected Monthly Uplift

User Engagement Analysis

Average Time Spent

A — 241.73
B — 243.30

0   100   200

0.64
p-value (t Time)

0.47
t statistic Time

- **Result:** No significant difference in average time spent
- **P-value > 0.05** - not statistically significant
- Version B did not impact the time spent