

# A/B Test Goals

The test will evaluate the impact of a new homepage banner on user conversion rate and average revenue per user.

## What we did

We conducted an A/B test to evaluate the impact of a new homepage banner on our users. The test was conducted over 13 days with 50,000 participants to ensure reliable results.

Group A: Control  
Existing landing page



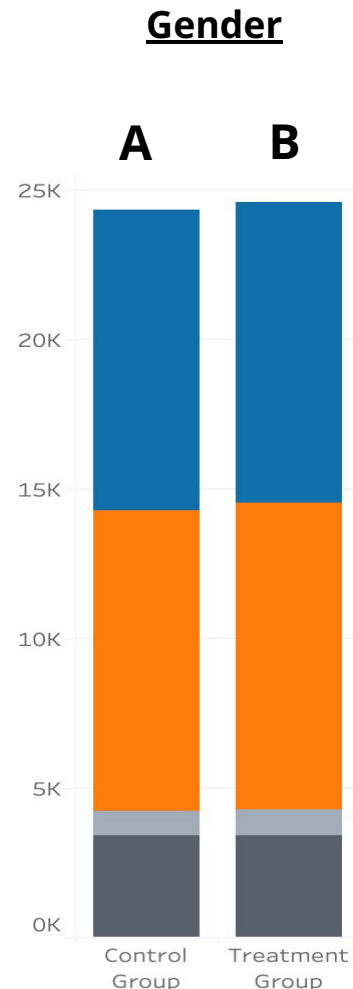
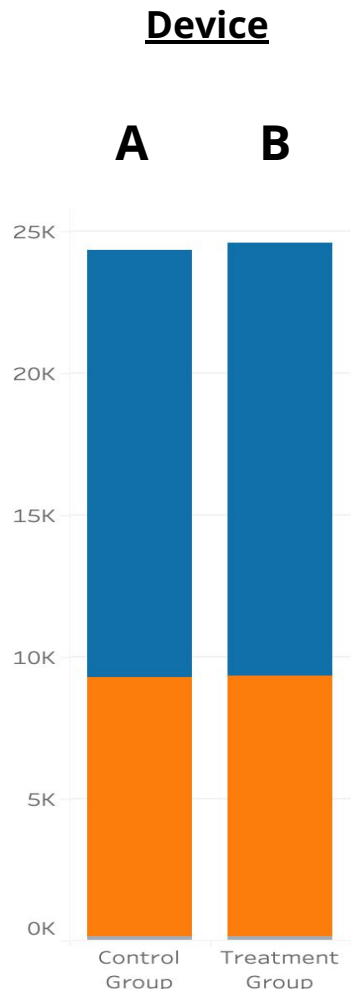
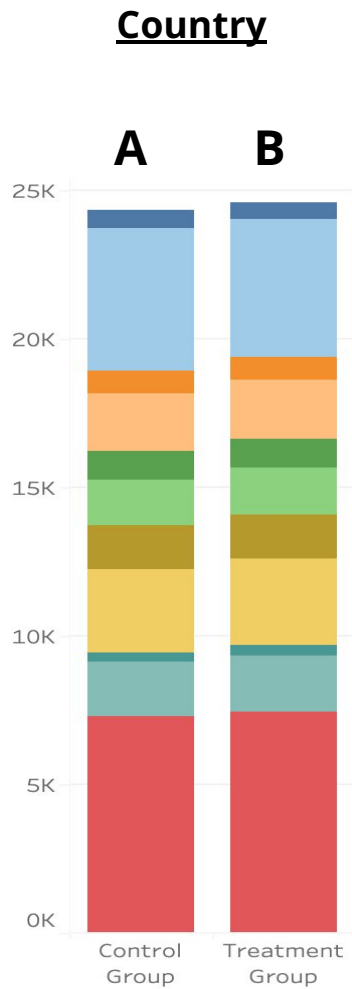
Group B: Treatment  
Landing page with food  
& drink banner



New banner

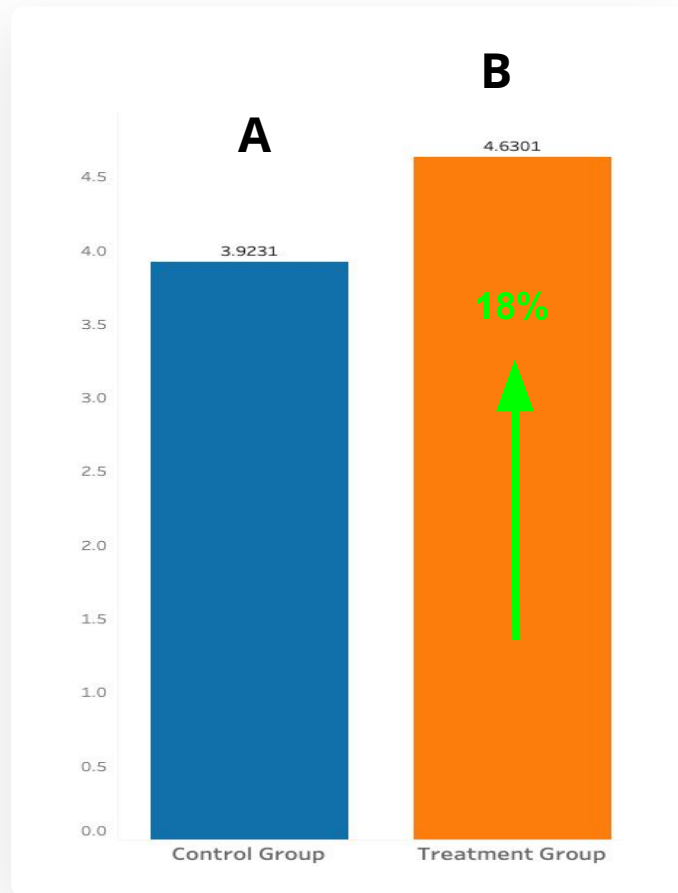
# Randomization

Distribution between the groups [is equal](#) in all parameters.



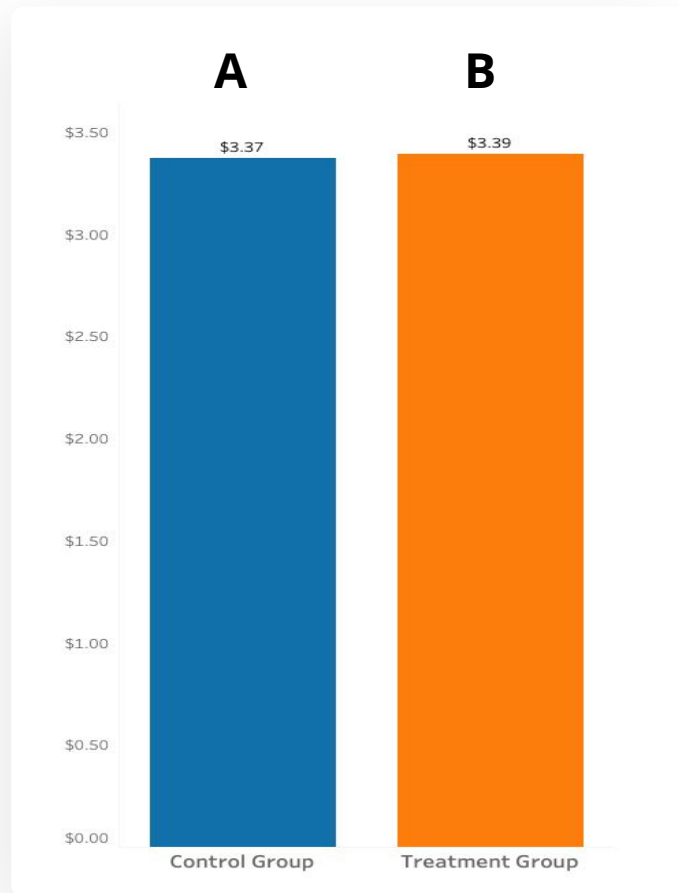
## Conversion rate metrics

- Group B had 4.63% conversion rate to purchases which is 18% higher than Group A 3.92%.
- We saw a strong statistical evidence that the conversion rate was different between the control and treatment group

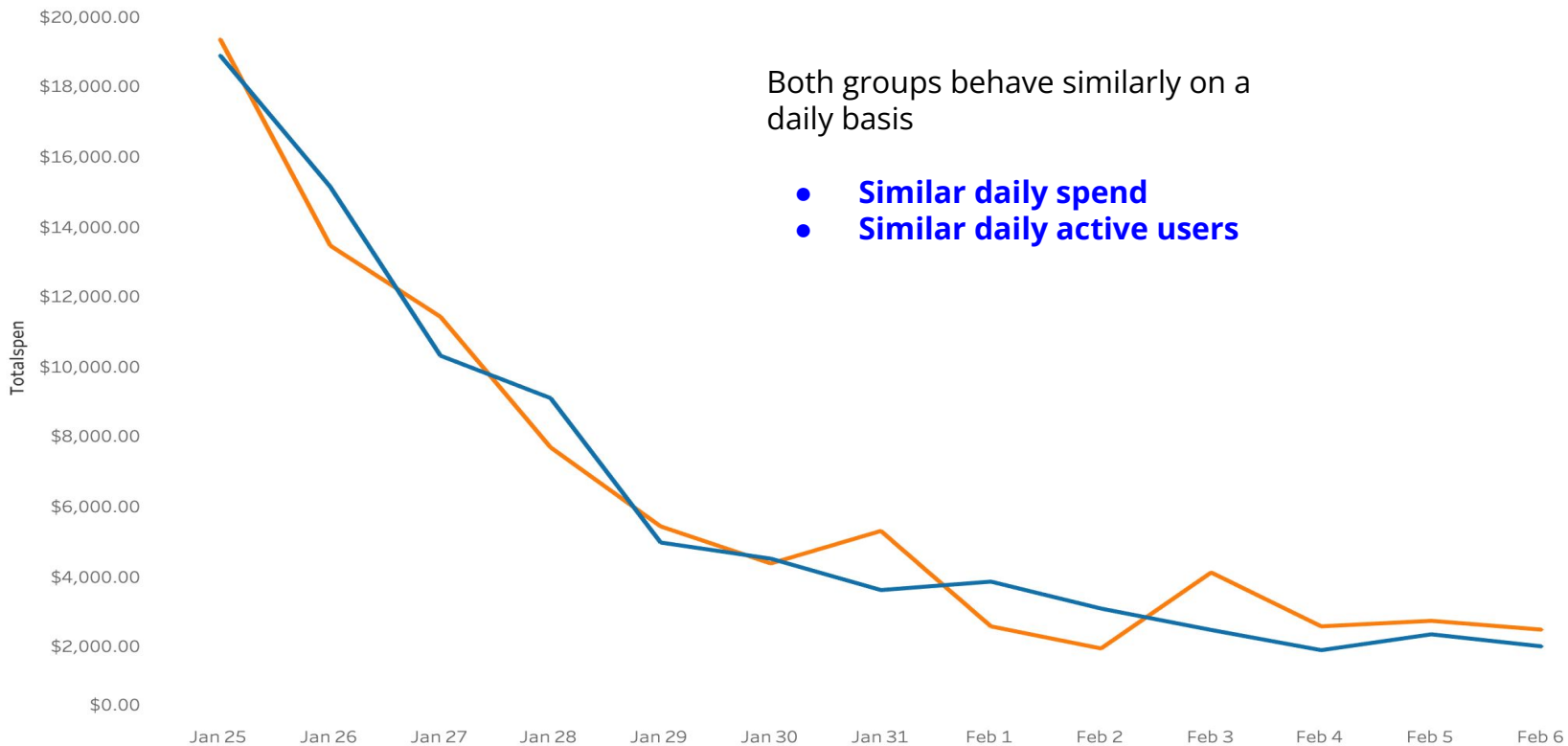


## Average spent metrics

- We did not find strong statistical evidence that the average spend was different between the control and treatment group.
- We expected to see a correlation between conversation rate to purchase and average spent.



# Test validity



## Recommendation

The treatment group had a **big 18% increase** in the conversion rate.

However, we didn't see a similar increase in the average amount spent per user

**This underscores the need to extend the A/B test for a few more weeks to ensure we collect more accurate data.**