

# A/B Testing Analysis Dashboard

## Summary Metrics

536K

Total Users

1.34%

Conversion Rate

15.12

Average Total Ads

7108

Total Conversions

## Implementation Details

514.72K

Total of users

6889

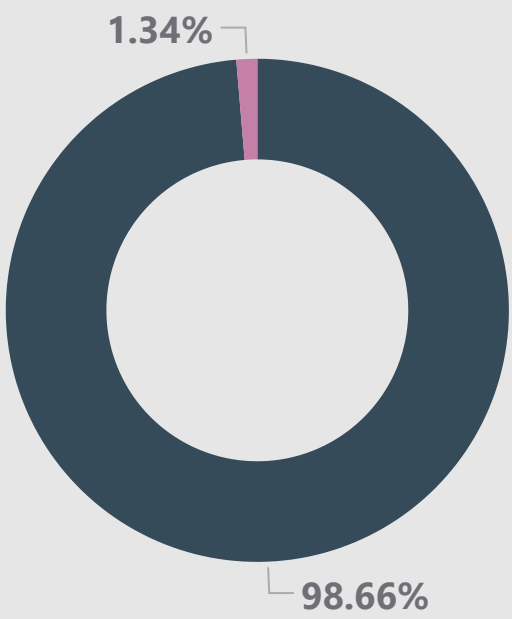
Total converted

1.34%

Conversion Rate

ADS

Total of users



21.20K

Total of users

219

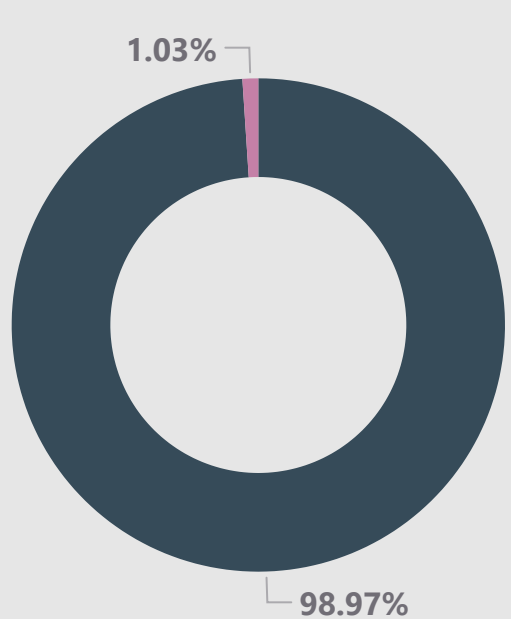
Total converted

1.03%

Conversion Rate

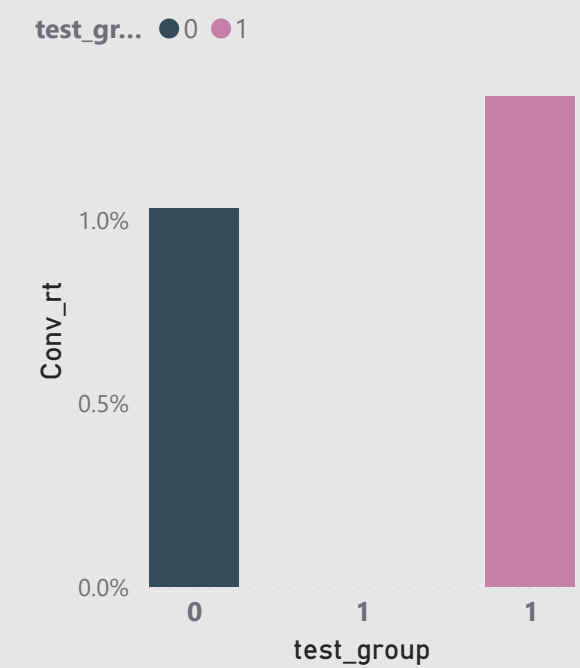
PSA

Total of users

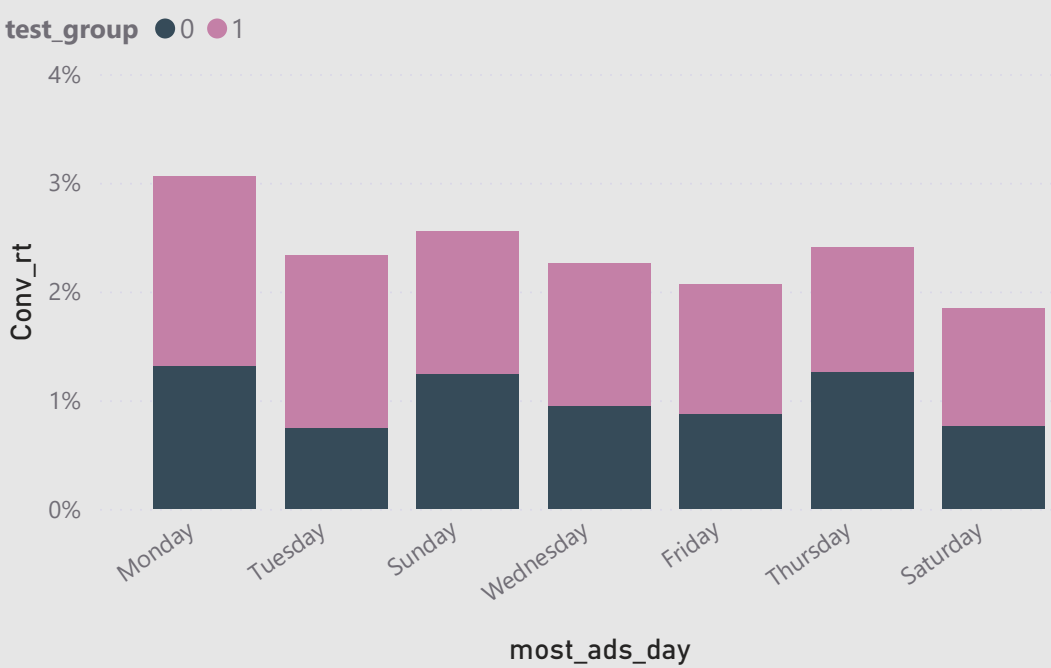


## Conversion Analysis

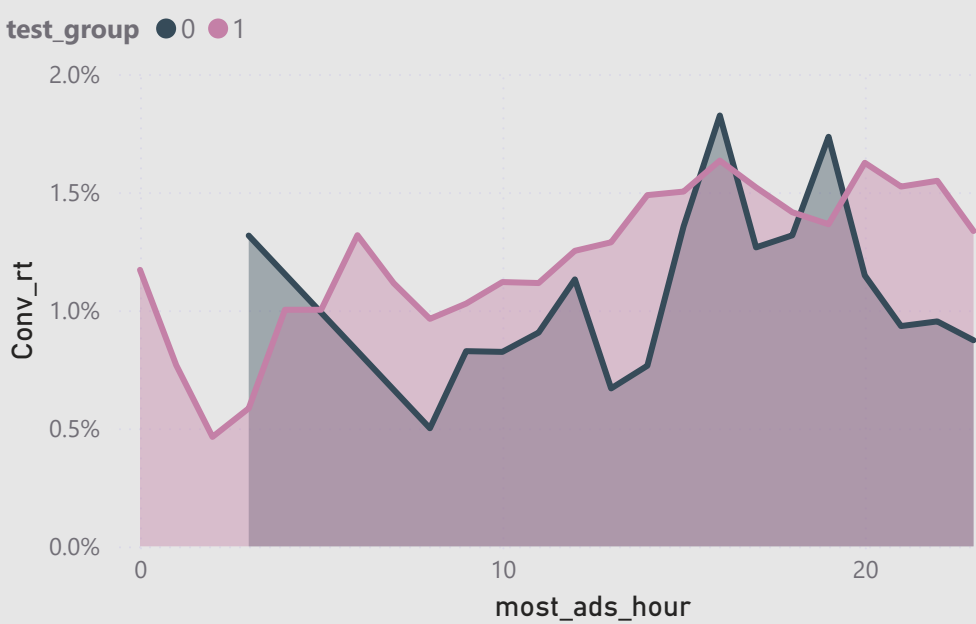
Conversion Rate by Test Group



Conversion Rate by Day of Week

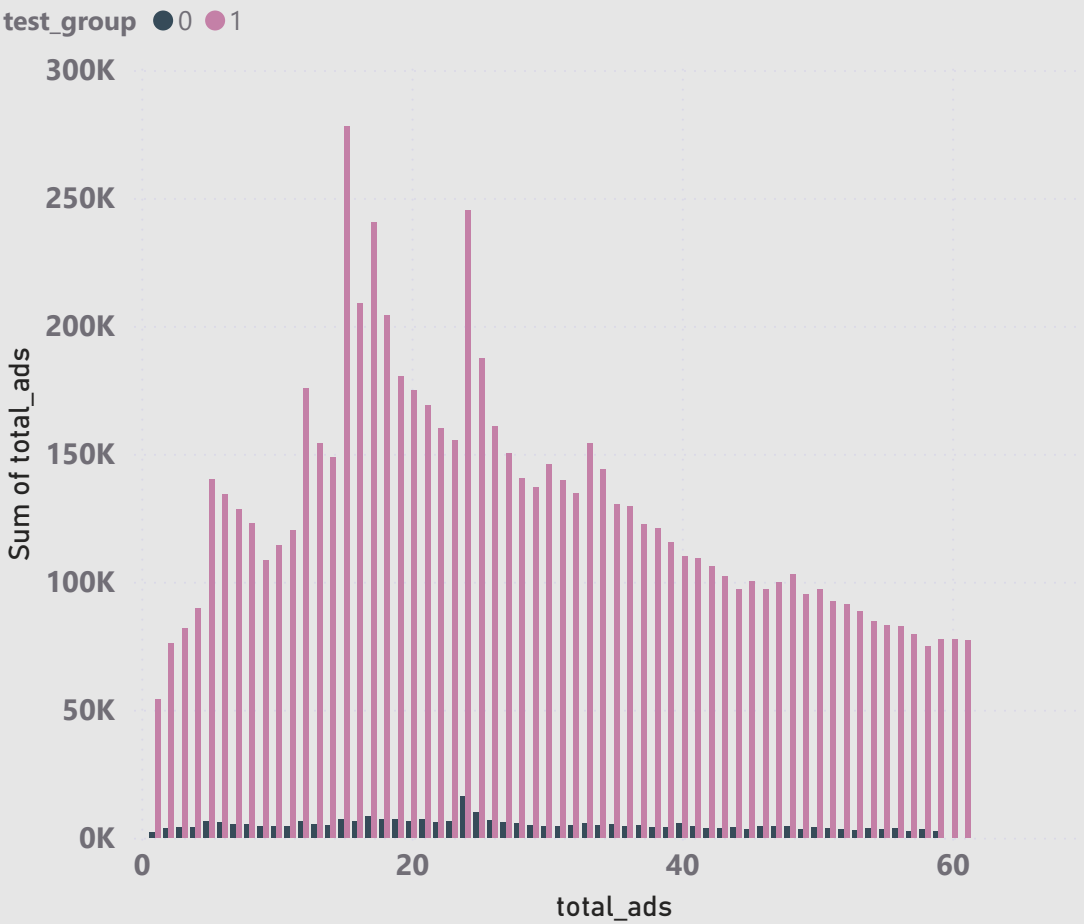


Conversion Rate by Hour of Day

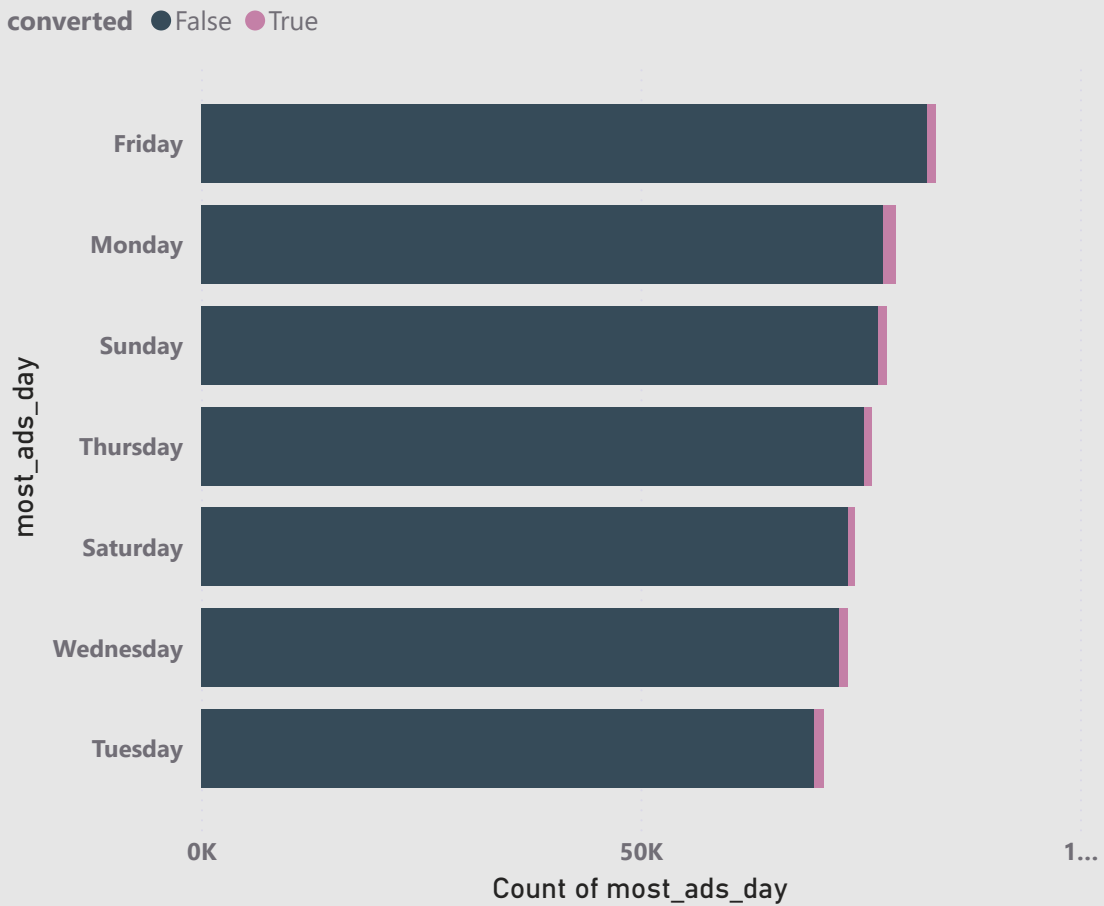


## Ad Exposure Analysis

Total Ads Distribution



Most Ads Day Distribution



Most Ads Hour Distribution

