

Glo box

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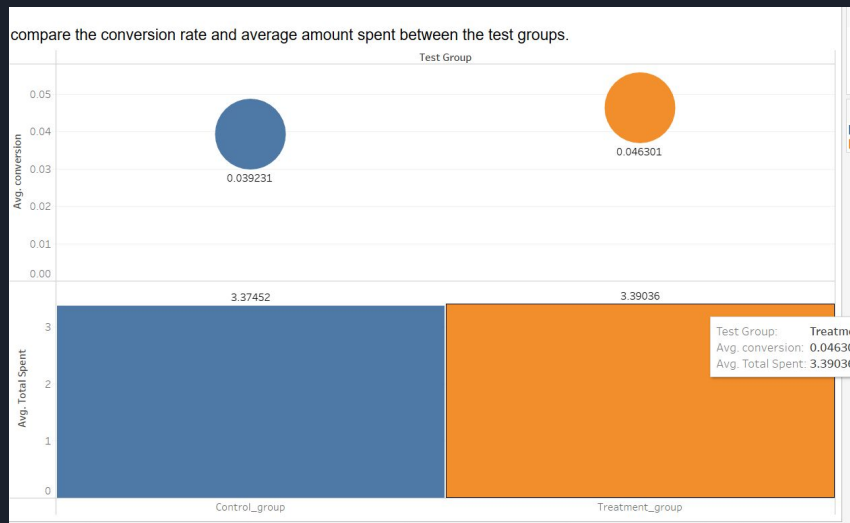
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Experiment for control and treatment group

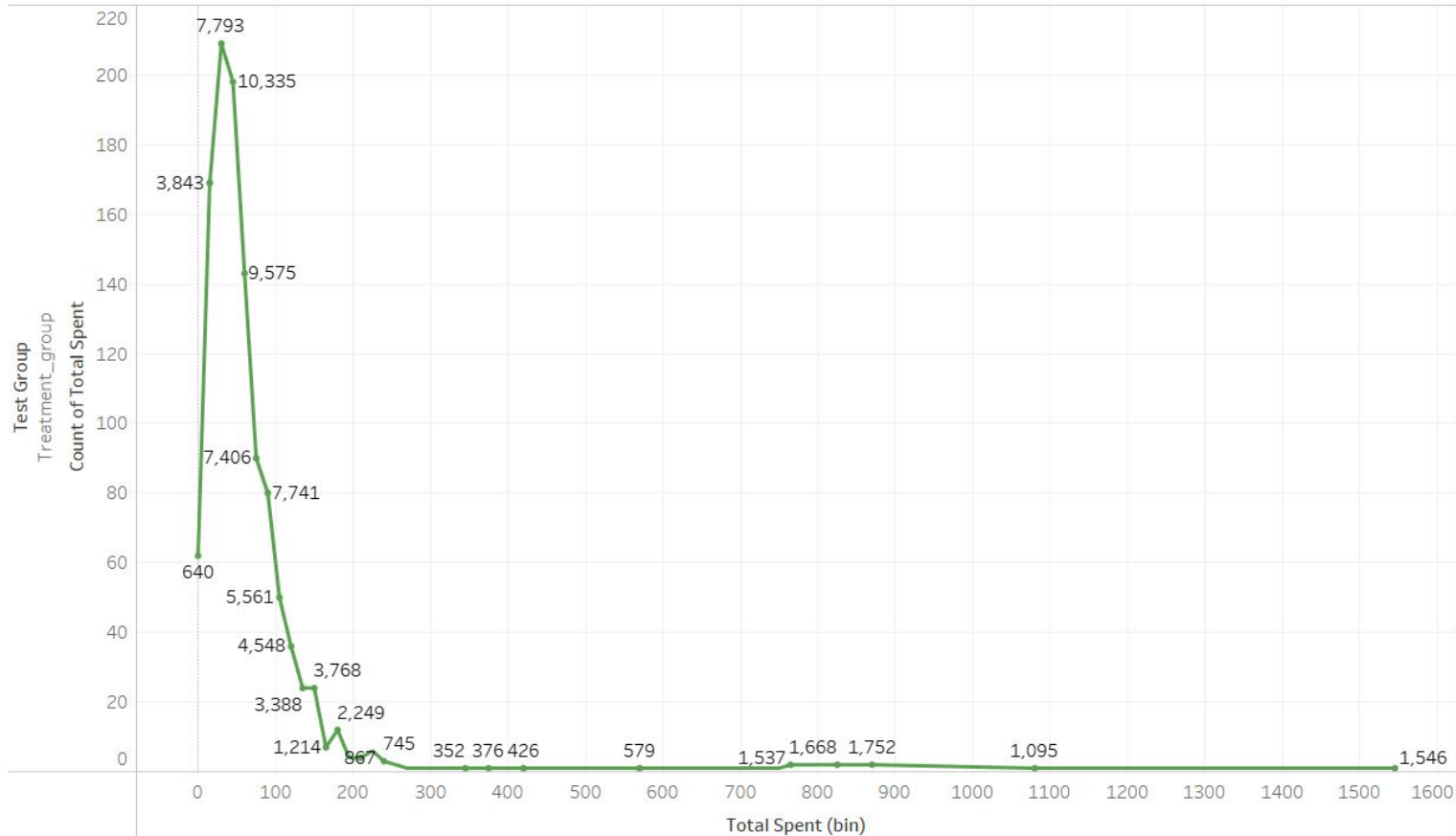
From 2023-01-23 to 2023-02-6

test_group	COUNT of user_id	AVERAGE of total_spent	SUM of total_spent	STDEV of total_spent	SUM of total_spent
Control	24343.00	3.37	82145.90306	25.94	82145.90306
Treatment	24600.00	3.39	83415.32687	25.41	83415.32687
Grand Total	48943	3.38273563	165561.2299	25.67494579	165561.2299

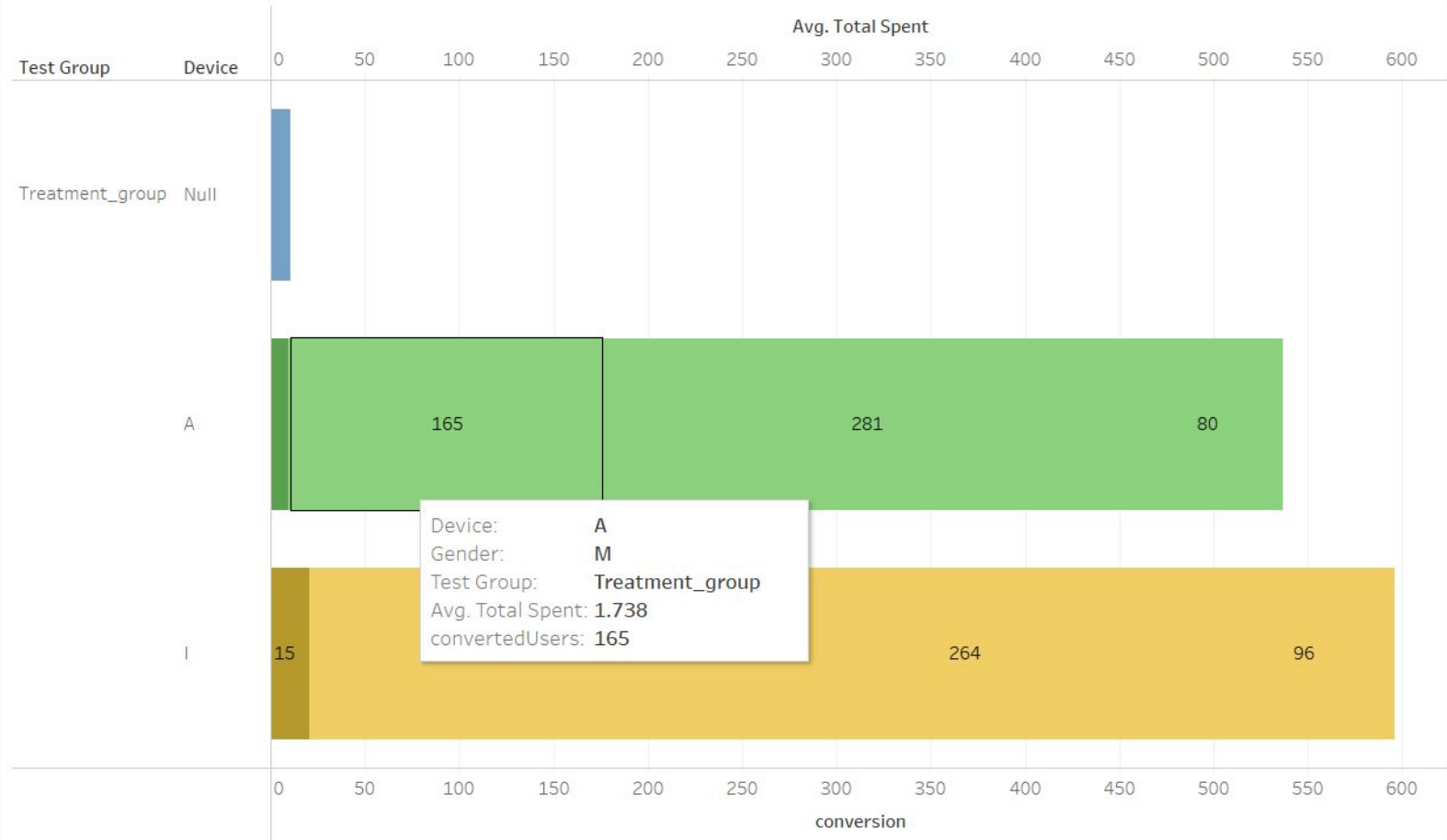


The total users were 48943, 24343 and 24600 were for control and treatment respectively. Perhaps, the total average spent is 3.38, whereas total sum is 165561.

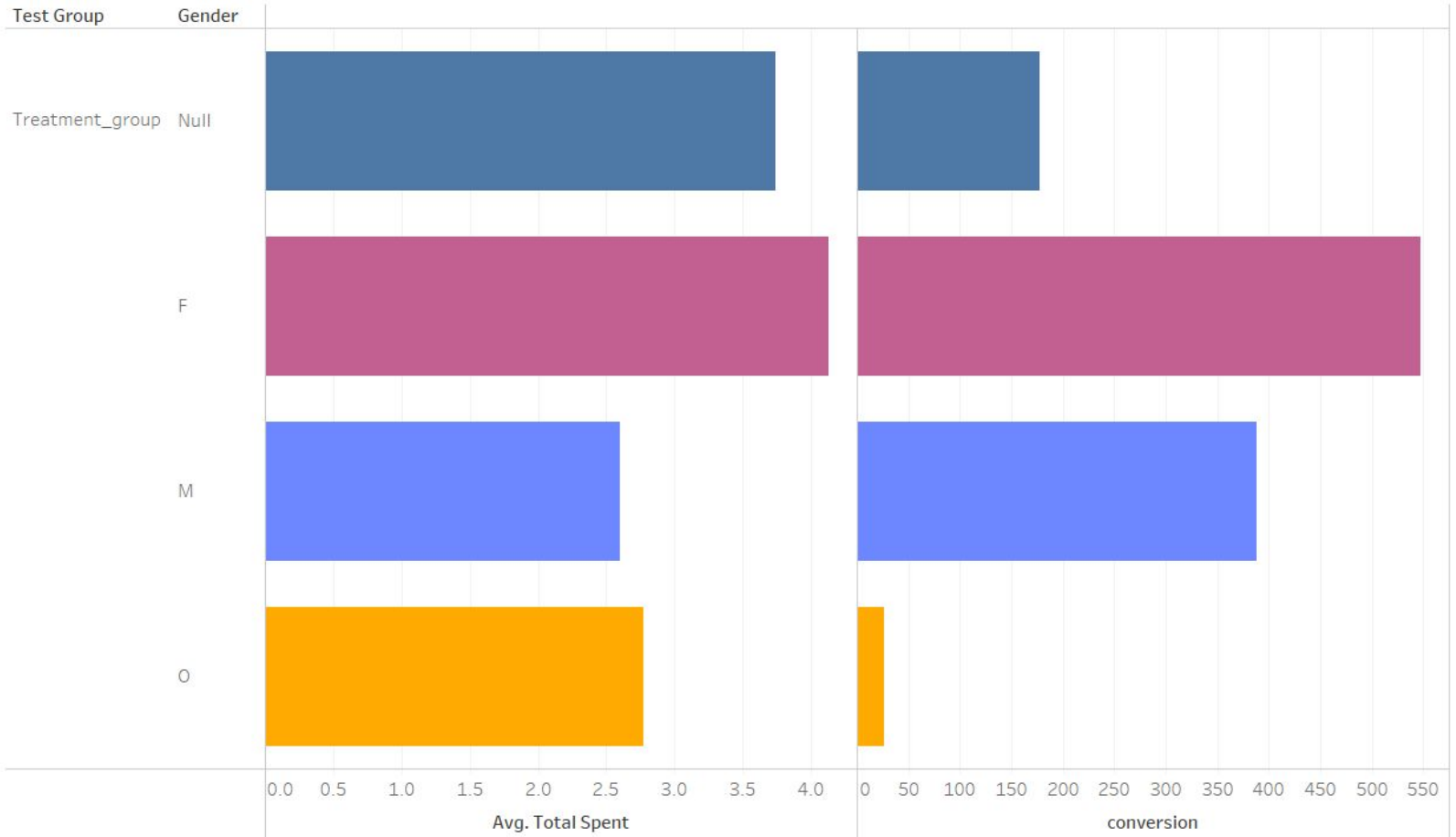
distribution of the amount spent per user for each group.



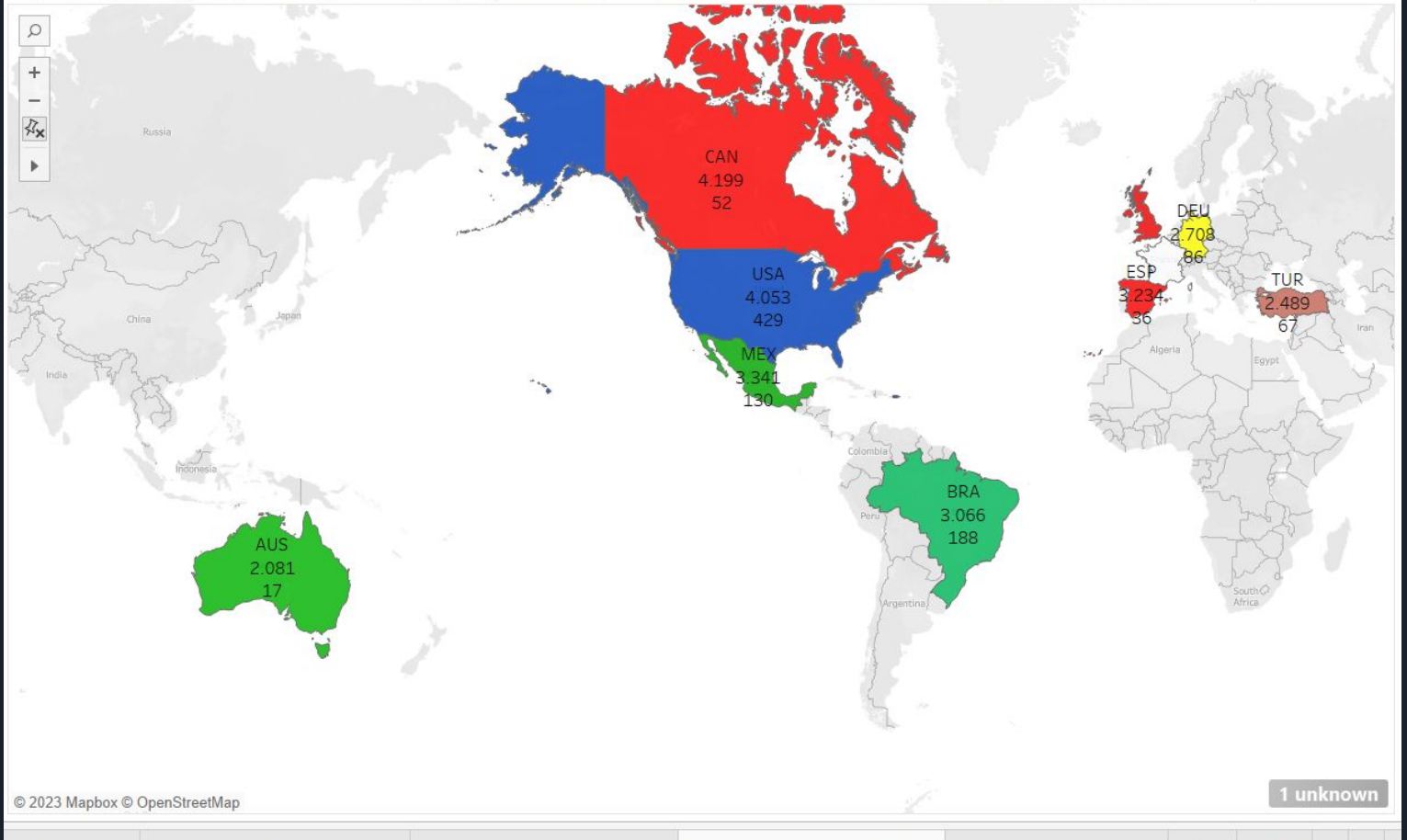
the relationship between the test metrics (conversion rate and average amount spent) and the user's *device*.



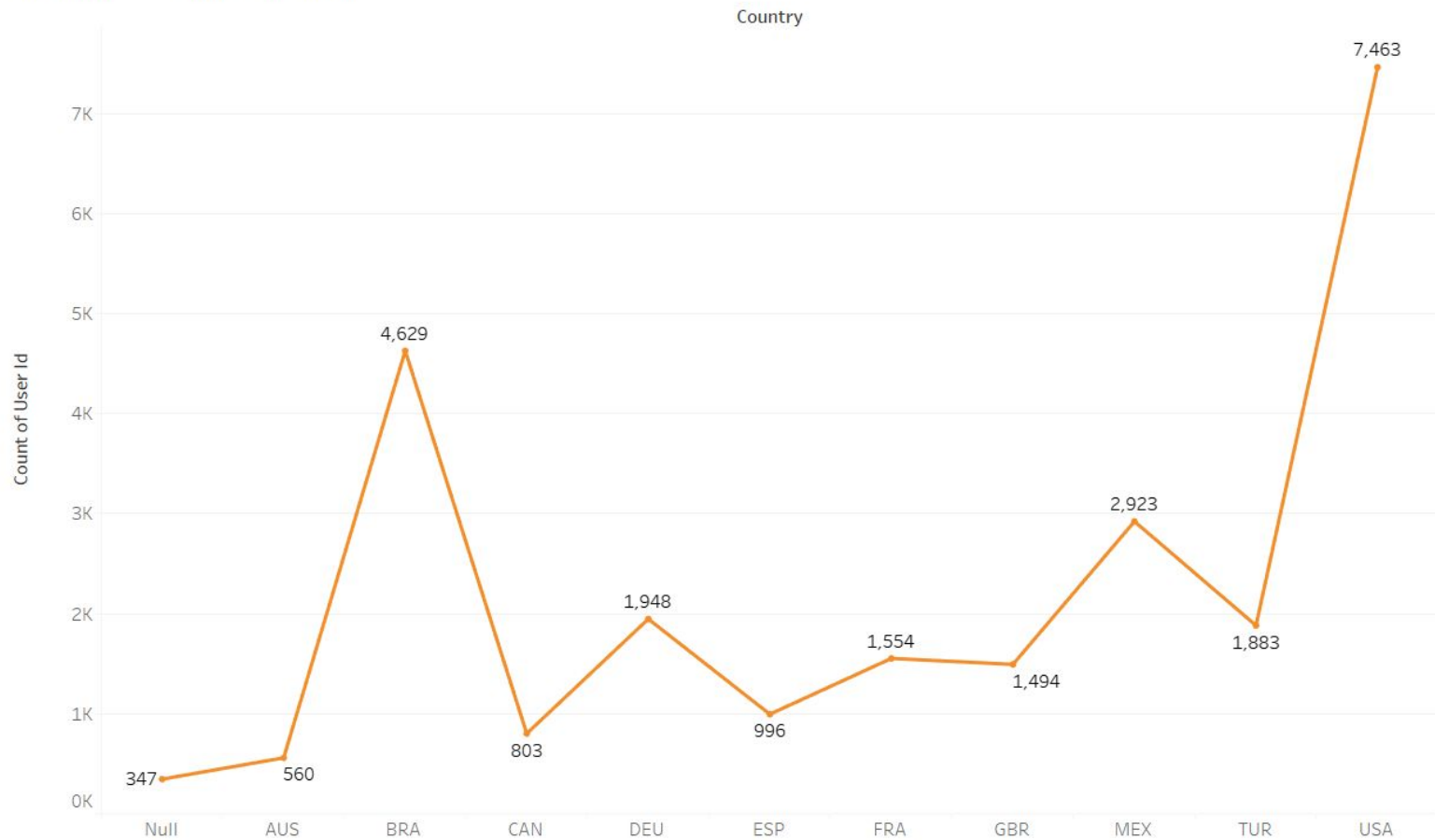
the relationship between the test metrics (conversion rate and average amount spent) and the user's *gender*.



the relationship between the test metrics (conversion rate and average amount spent) and the user's *country*.



Users from each country by Test Group





Links

Github [mandeep10/globox: Integrating SQL, Python, and Tableau, this project showcases adept data analysis. Complex datasets are explored, analyzed with Python, and visualized through interactive Tableau dashboards, emphasizing informed decision-making. \(github.com\)](#)

Spreadsheets [Globox_database_q12_s_t - Google Sheets](#)