



Mastery Project

Overall information about data set

8 columns and 49082 rows.

Missing values in country-647 rows, gender-6882, device-295, spent-46849.

Countries: Australia, Brazil, Canada, USA, Germany, Spain, France, UK, Mexico, Turkey.

Timedelta 12 days. 2023-01-25 / 2023-02-06

The largest number of unique users in USA - 14772

The least number of unique users in Australia - 1168

The number of IOS users 18360. The number of Android users 30289.

Number of transactions from IOS users 969. Number of transactions from Android users 812.

Introduction

The A/B test was conducted to determine the impact of a banner experience on user behavior on the mobile website of GloBox. The test was designed to randomly assign

users to either the control or test group, with the latter being exposed to the banner experience.

Analysis Process

The average amount spent per user for the control \$3.37

The average amount spent per user for the treatment \$3.39

So we don't see big difference.

95% confidence interval for the average amount spent per user in the control group:
(2.36, 4.39)

95% confidence interval for the average amount spent per user in the treatment group:
(2.45, 4.33)

Control group user conversion rate: 3.92%

Treatment group user conversion rate: 4.63%

After all the calculations was carried out A/B Test. The difference in conversion rates between the treatment and control groups is statistically significant.

Summary of A/B Test

The results of the A/B test showed that there was a statistically significant difference in conversion rates between the treatment and control groups, with the treatment group showing higher rates of conversion. This suggests that the banner experience had a positive impact on user behavior and increased conversions.

Discussion

Based on the results of the A/B test, our recommendation is to launch the banner experience to all users on the mobile website. However, it's important to consider the costs and resources required to implement the banner experience, as well as any potential long-term effects on user behavior and engagement.

Conclusion

In conclusion, the A/B test showed that the banner experience had a positive impact on user behavior and increased conversions. The recommendation is to launch the banner experience to all users on the mobile website, but with careful consideration of the costs

and resources required, as well as ongoing monitoring of user behavior and engagement.

Link to code and video presentation

GloBox - Google Drive

https://drive.google.com/drive/folders/1LLHTdpsmRqSudD9Ywf7JaOFqiBr-DeZx?usp=share_link

Link to Tableau



https://public.tableau.com/app/profile/maria.semenova3991/viz/GloBox_16836397283700/Dashboard1#1