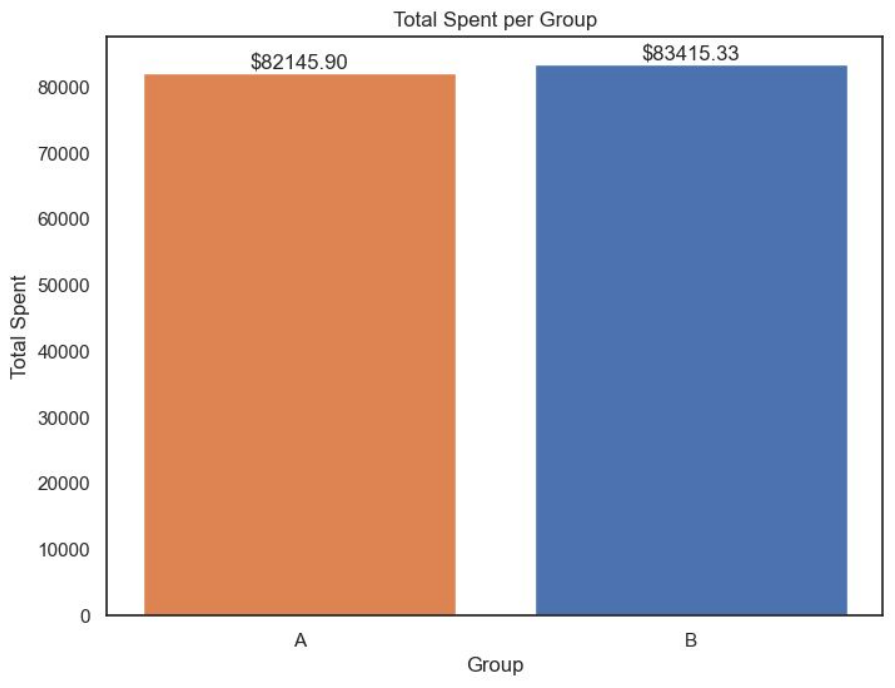
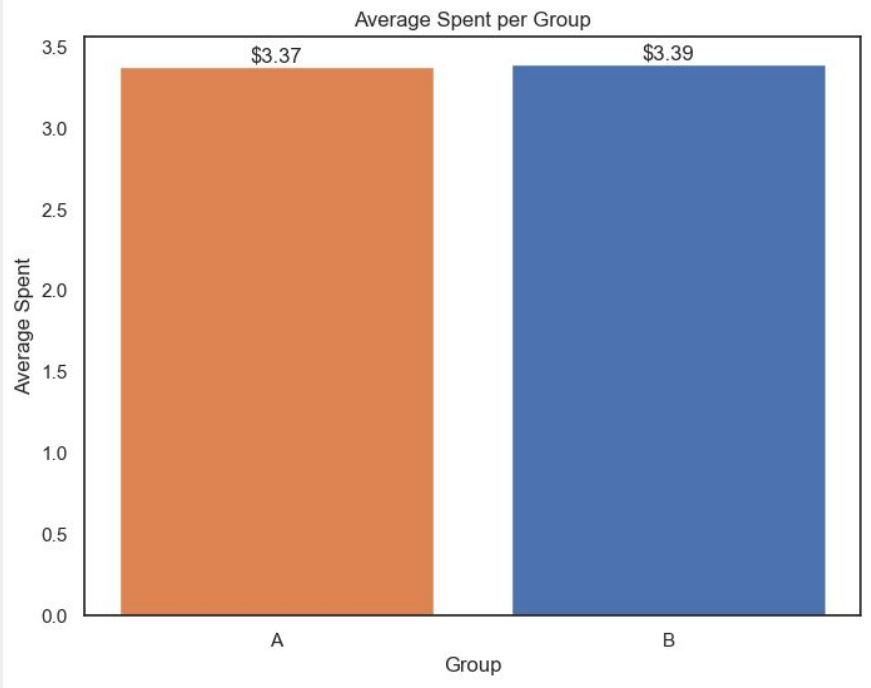


We observed that the total amount spent by participants who saw the banner in the test group (group B) was \$83,415.33, while participants who did not see the banner in the control group (group A) spent a total of \$82,145.90. This indicates that, on average, those who were exposed to the banner in the test group tended to spend slightly more than those who were not exposed to the banner in the control group.

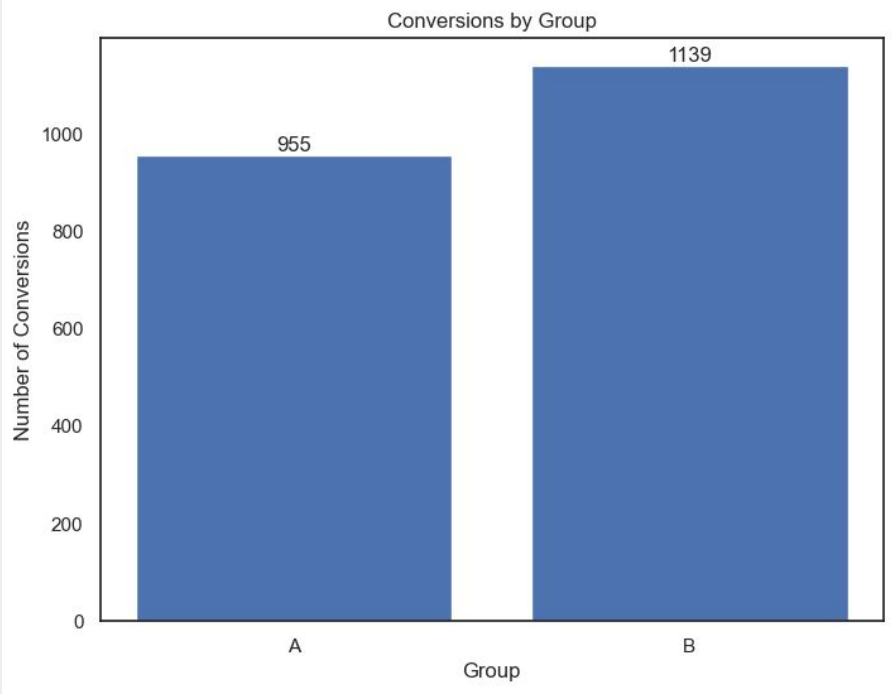
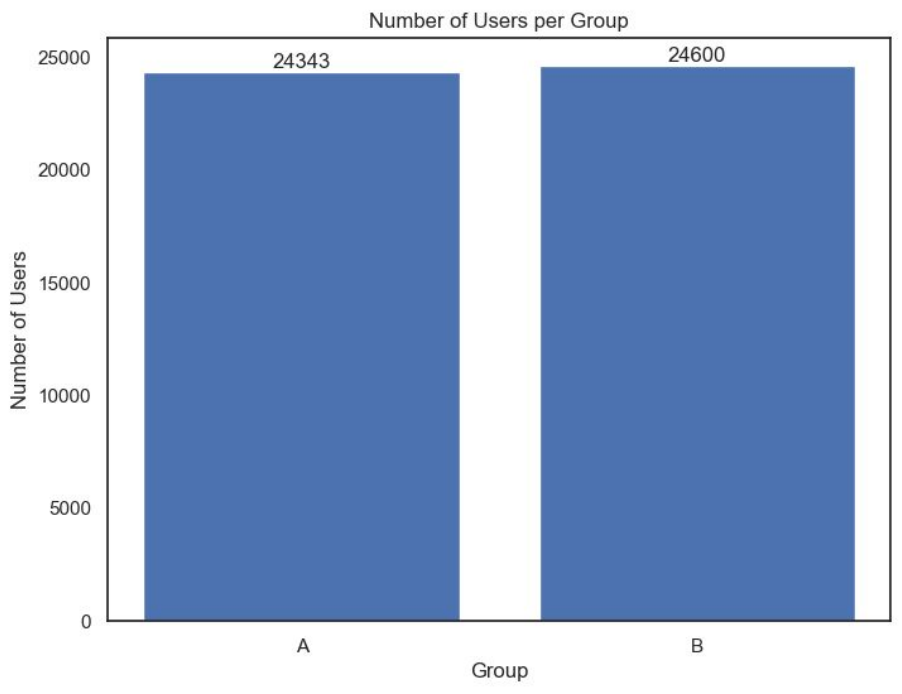


In terms of average spending per user, we found that participants in Group B spent \$3.39 on average, whereas participants in Group A spent \$3.37 on average. This suggests that, on average, participants in Group B tended to spend slightly more per user compared to participants in Group A.

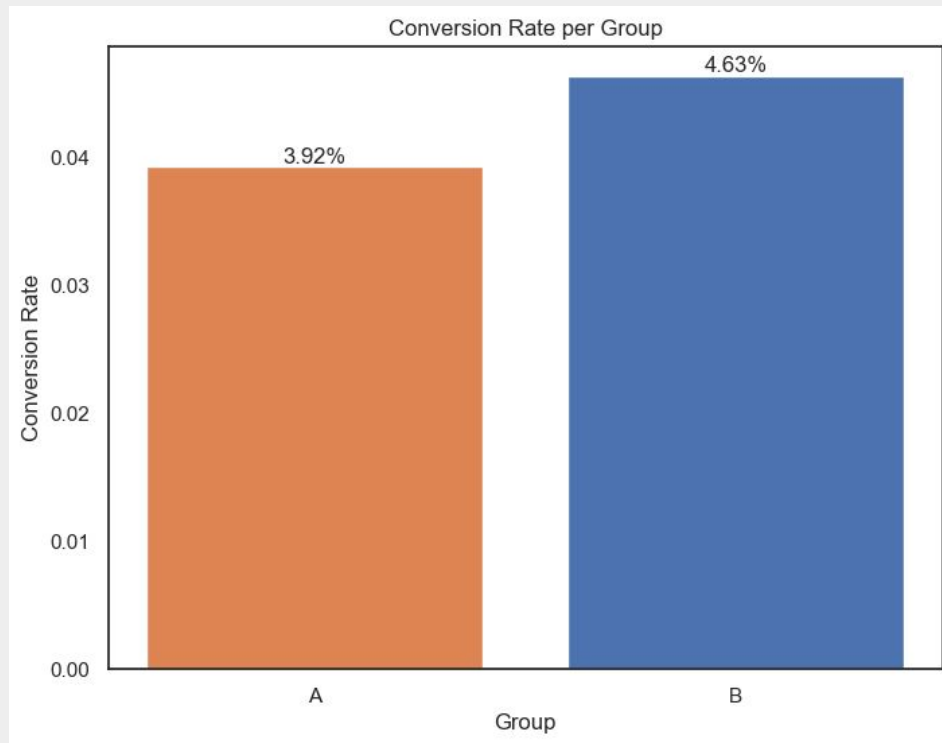


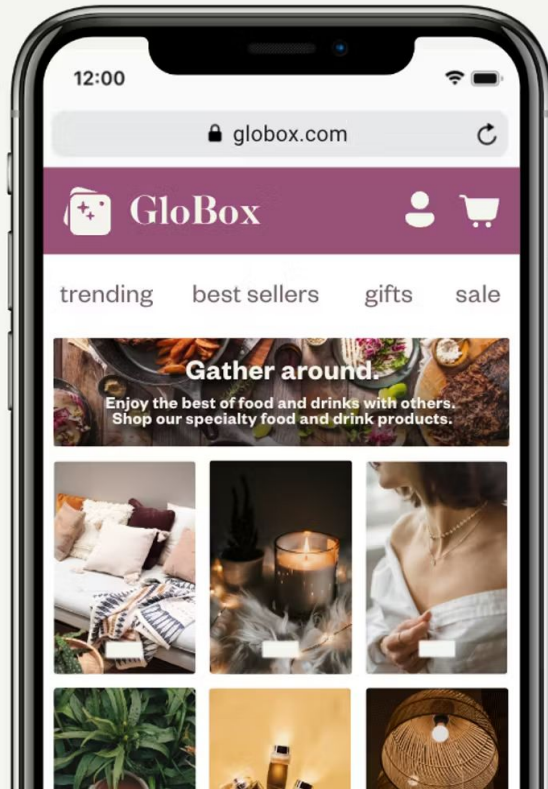
The control group (Group A) consisted of 24,343 unique users, while the test group (Group B) had 24,600 unique users. This means that we had slightly more participants in the test group compared to the control group.

In the test group, we observed that 1,139 users made a purchase after seeing the banner, whereas in the control group, 955 users converted into a sale. This indicates that a slightly higher number of users in the test group converted into a sale compared to the control group.



The test group (Group B) had a higher conversion rate of 4.63% compared to the control group (Group A) with a conversion rate of 3.92%. This means that a greater proportion of users in the test group were converted into sales compared to the control group. The presence of the banner in the test group resulted in a higher conversion rate compared to those who did not see the banner in the control group.





After analysing the data, the result shows there is not enough evidence to support a significant difference in the average amount spent per user between the control group and the treatment group. In other words, the findings suggest that the changes we made in the treatment group did not have a noticeable impact on the amount spent per user compared to the control group.

Our analysis indicates that there is strong evidence to support a significant difference in the user conversion rate between the control group and the treatment group. In other words, the changes we made in the treatment group had a noticeable impact on the user conversion rate compared to the control group, and we can confidently reject the idea that there is no difference between the two groups.

## Conclusions:

The results of our analysis suggest that the banner had a positive impact on user behavior. The test group (Group B) that was exposed to the banner showed higher total spending, higher average spending per user, and a higher conversion rate compared to the control group (Group A) that did not see the banner. These findings indicate that the banner had a noticeable influence on user behavior, leading to increased spending and a higher likelihood of conversion. Therefore, it can be concluded that the inclusion of the banner had a beneficial effect on user engagement and sales outcomes.