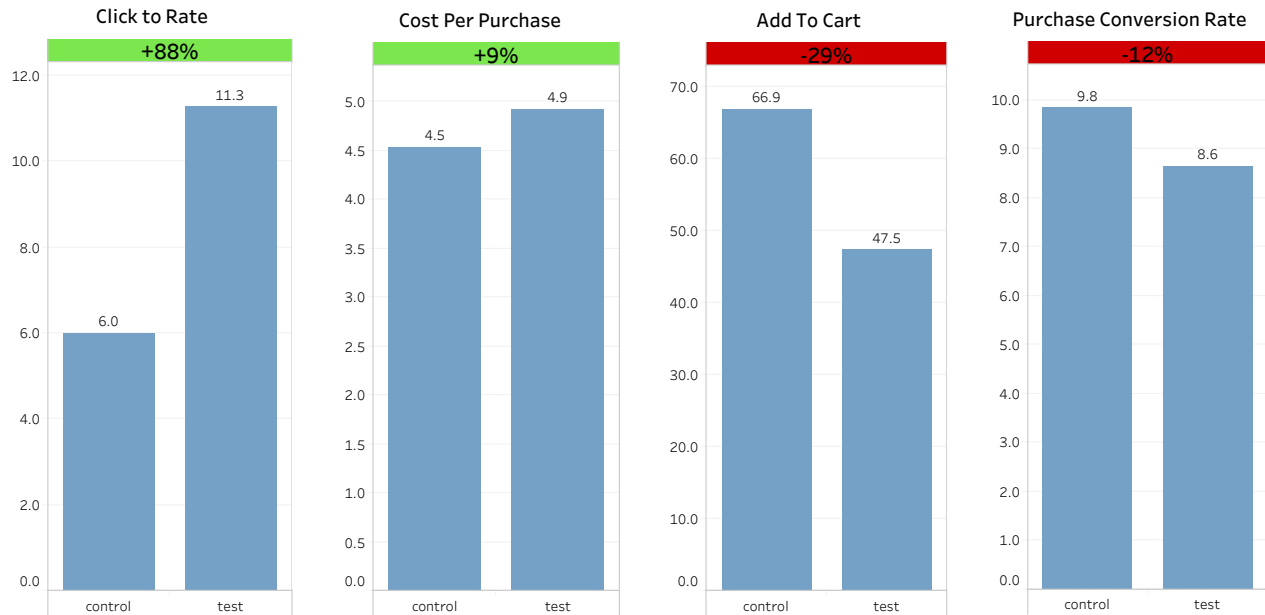


## A/B Test Performance Dashboard — Control vs Test Version



### Final Insights:

Click to rate is 88% higher for test version than for control version

Purchase Conversion Rate dropped by 12% for test version

Cost Per Purchase increased by 9% for test version

Add To Cart dropped by 29% for test version