A/B Test Summary Report

Objective: Evaluate the impact of a feature change on user conversion rates.

Key Findings

1. Initial Imbalance Detected

- Users from Argentina and Uruguay were significantly underrepresented in the control group.

  - Argentina: 17% in test vs. 5% in control

  - Uruguay: 1.7% in test vs. 0.2% in control

2. Corrective Action Taken

- Adjusted the dataset to match the proportions in the test group by oversampling Argentina and Uruguay in the control group.

3. Test Results After Correction

- T-statistic: -1.14

- P-value: 0.25

- Conclusion: No statistically significant difference in conversion rates between test and control groups.

Business Implications

- The test is now statistically valid and free from geographic bias.

- The feature did not improve user conversions and should not be rolled out based on current results.

- Future tests should include initial randomization checks to prevent bias.

Recommendations

- Do not proceed with feature rollout.

- Continue testing with refined hypotheses or different features.

- Ensure balanced representation across demographics in future tests.