



GloBox

Food & Drinks Banner A/B Test Results

by Namrata Muralidharan

A/B Test Setup

Objectives:

- Boost the Food & Drink section visibility
- Increase revenue

Test Feature: Food & Drink Banner

Placement: Only on the mobile website

Duration: 2 weeks (2023 Q1)

Number of Users: Control - 24K, Treatment - 24K



Performance Overview

Key Performance Indicators (KPIs):

- Average Spend per User

- Conversion Rate

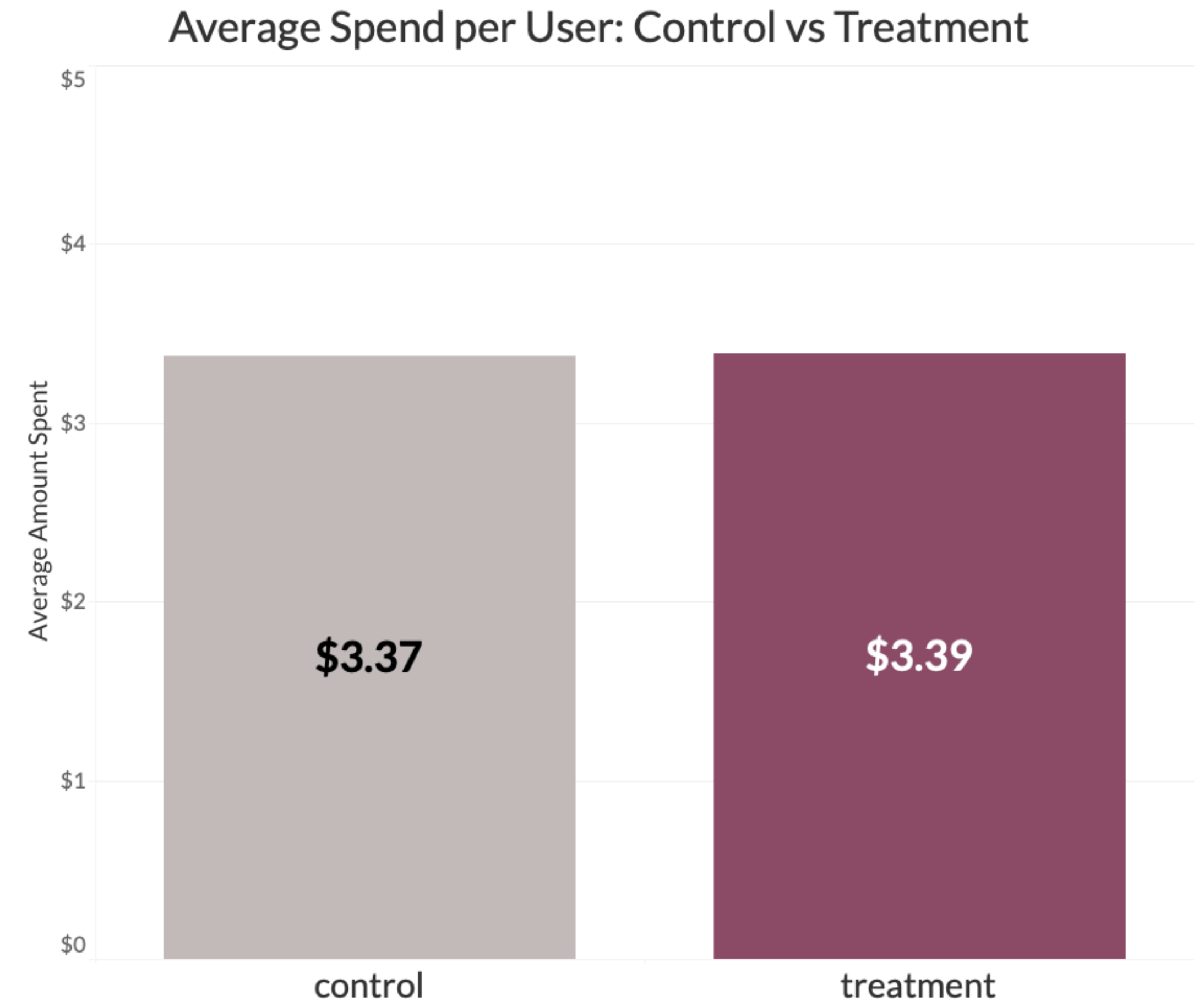
$$\frac{\text{Number of users who purchased}}{\text{Total number of users}} \times 100$$

User Attributes:

- Gender
- Device
- Country

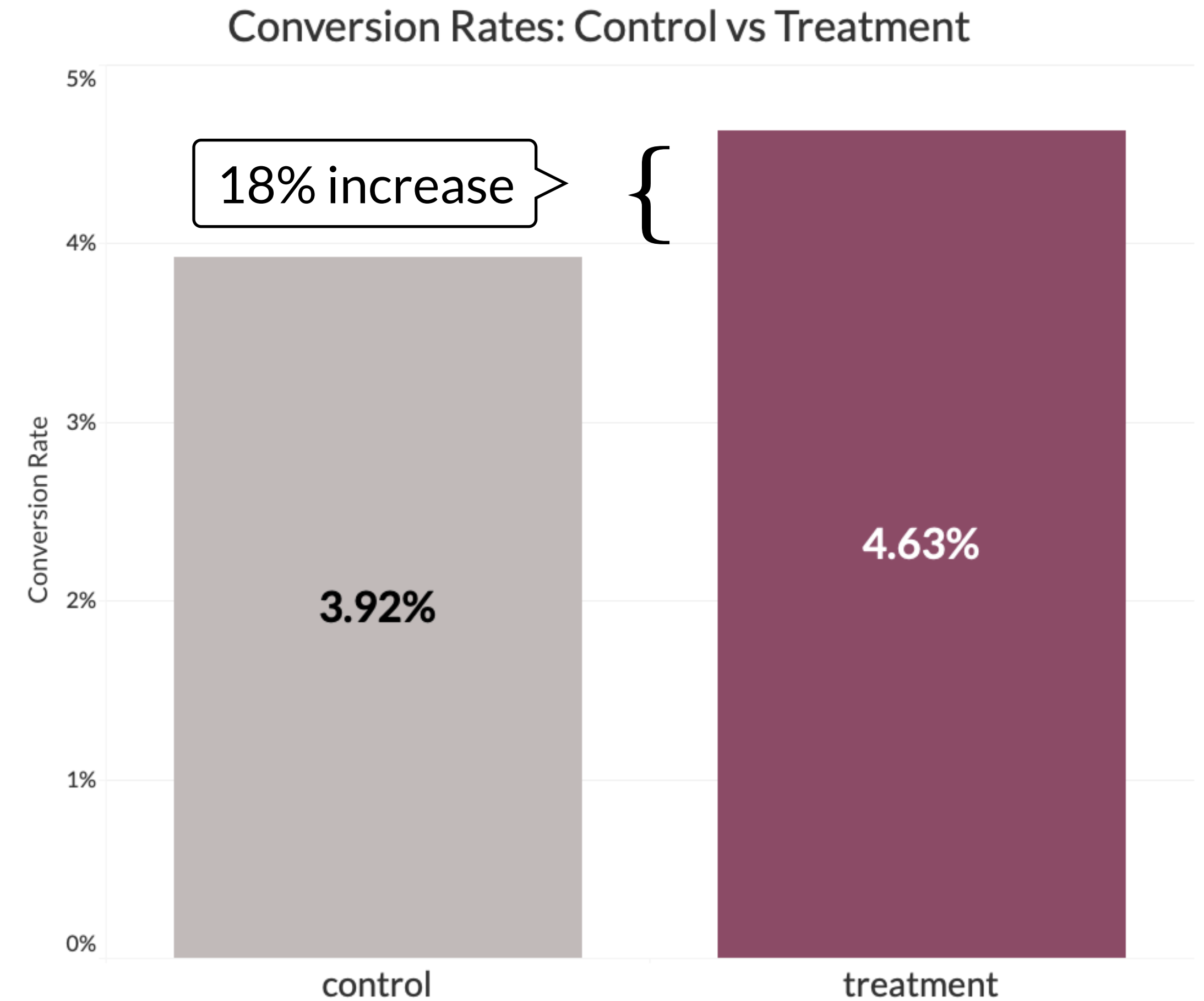
No strong change in revenue

1. No strong evidence for a difference in the **average spending** between the groups.
2. Users spent an **average of 2 - 4 USD** in both groups.
3. Analysing the **spending category** (e.g., food & drinks) could have provided a better picture.



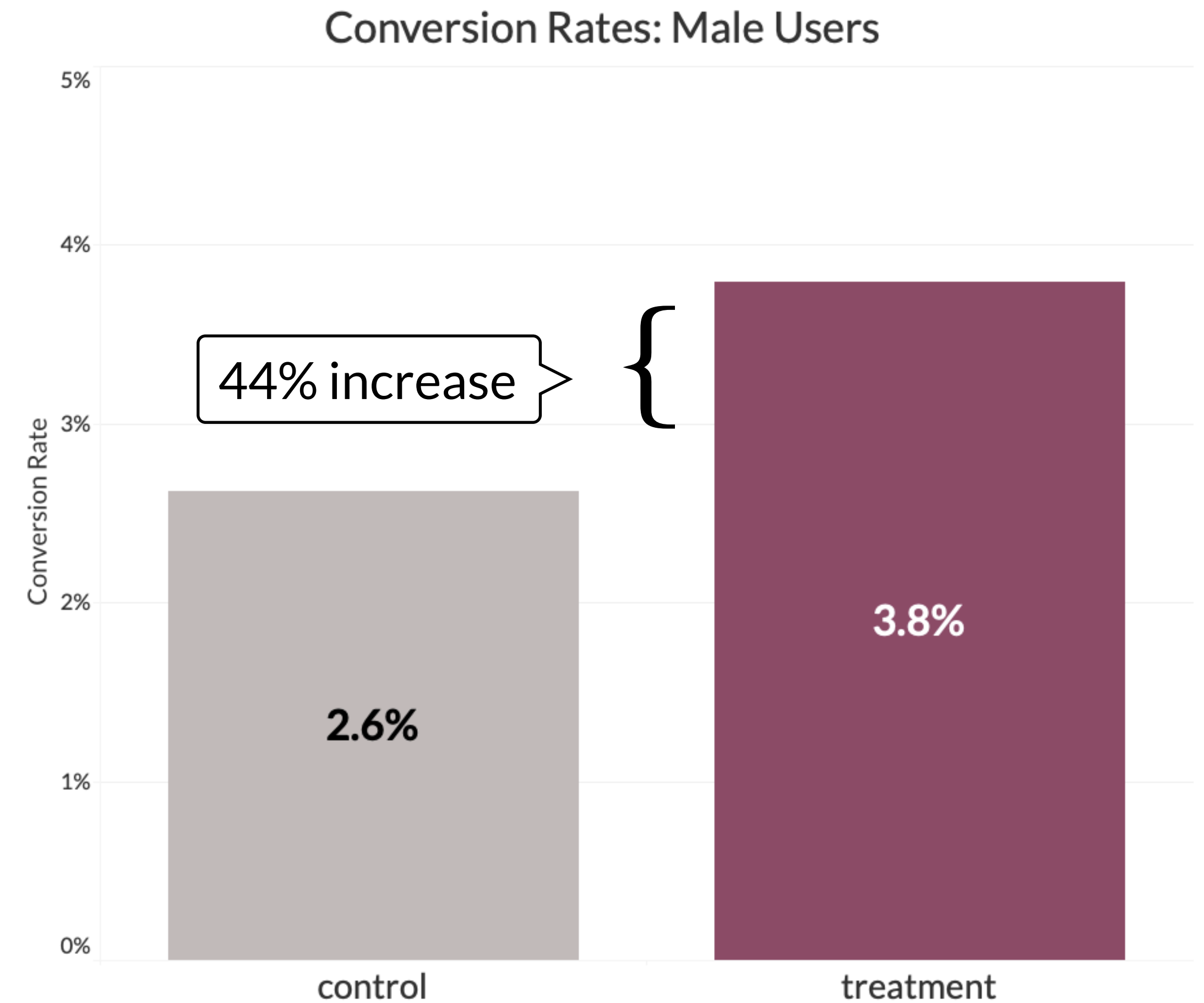
Conversion Rate increased

1. Strong evidence that treatment had a higher conversion rate than control.
2. Treatment had a conversion rate of 4.3% - 5.7% and control of 3.6% - 5%.
3. But the difference in conversion did not have a significant impact.



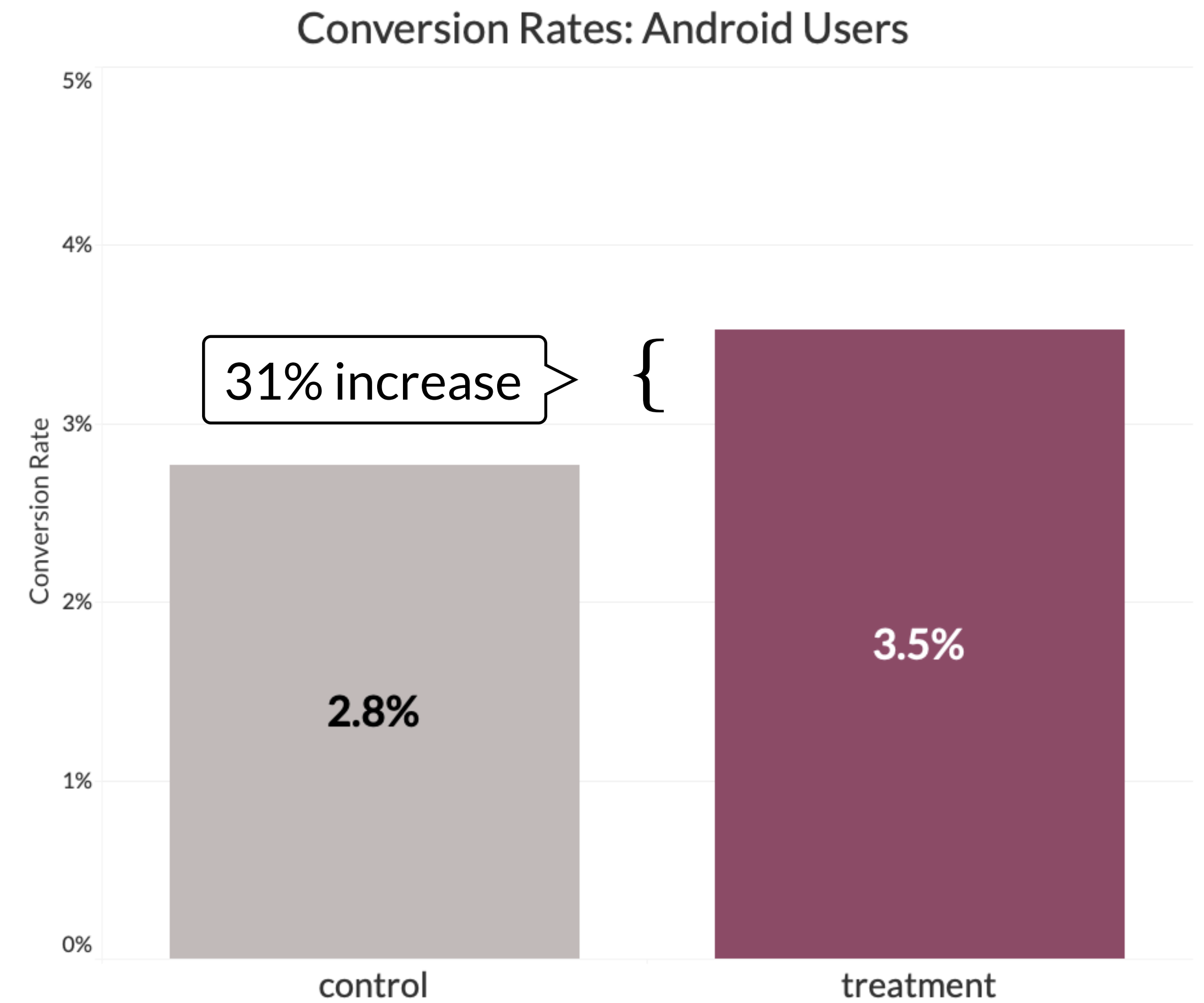
Gender: Men

1. Male users had the highest conversion lift (44%).
2. Women had overall highest conversion rates in both groups.
3. Other genders had a small sample size and saw a decreased conversion rate in treatment.



Device: Android

1. Android users had the highest conversion lift (31%).
2. iOS users had overall highest conversion rates in both groups, but spent less in the treatment.
3. However, there was a smaller number of iOS users than android users in the test.

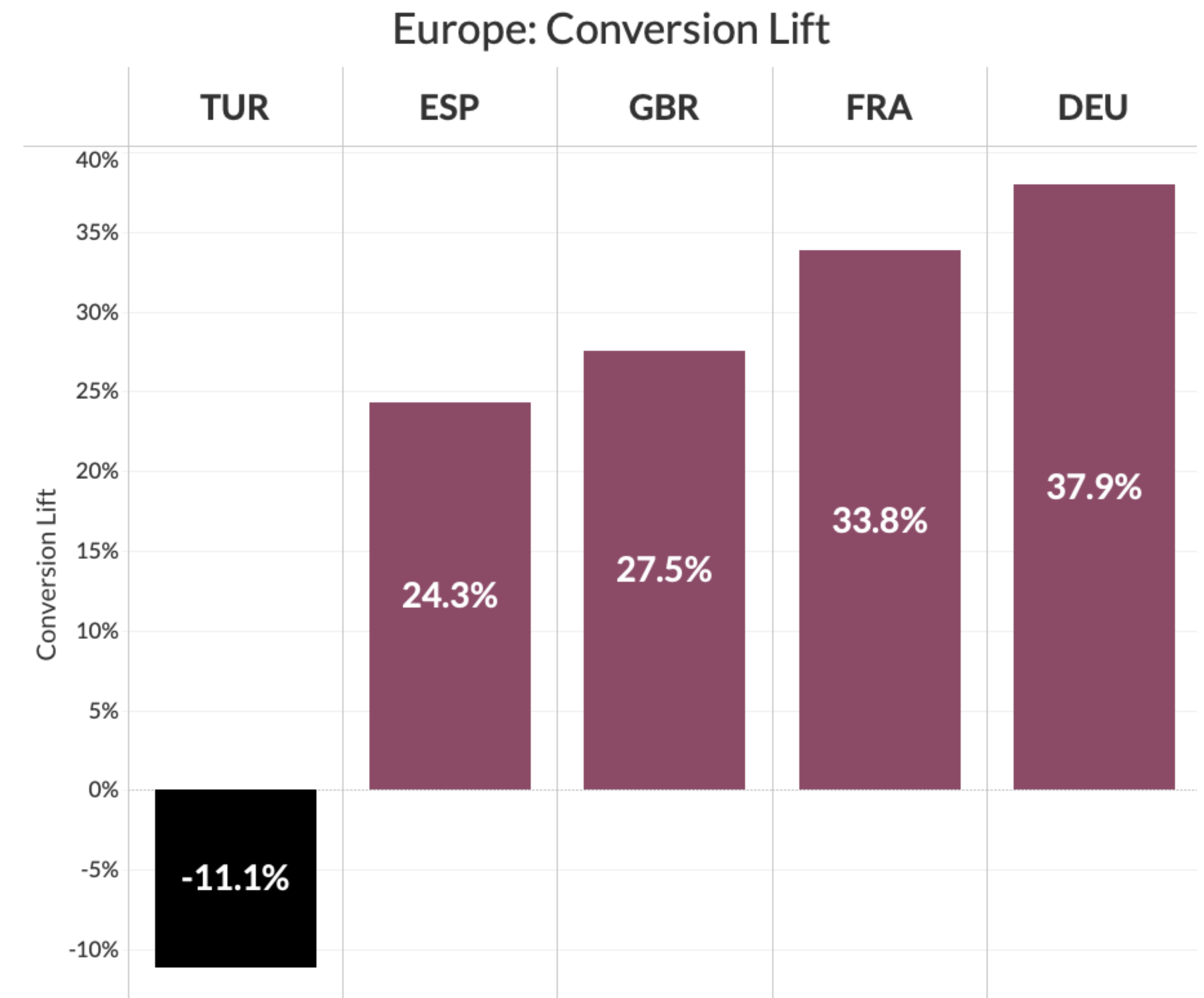


Europe: Conversion Lift

1. Turkey had lesser conversions in the treatment group.

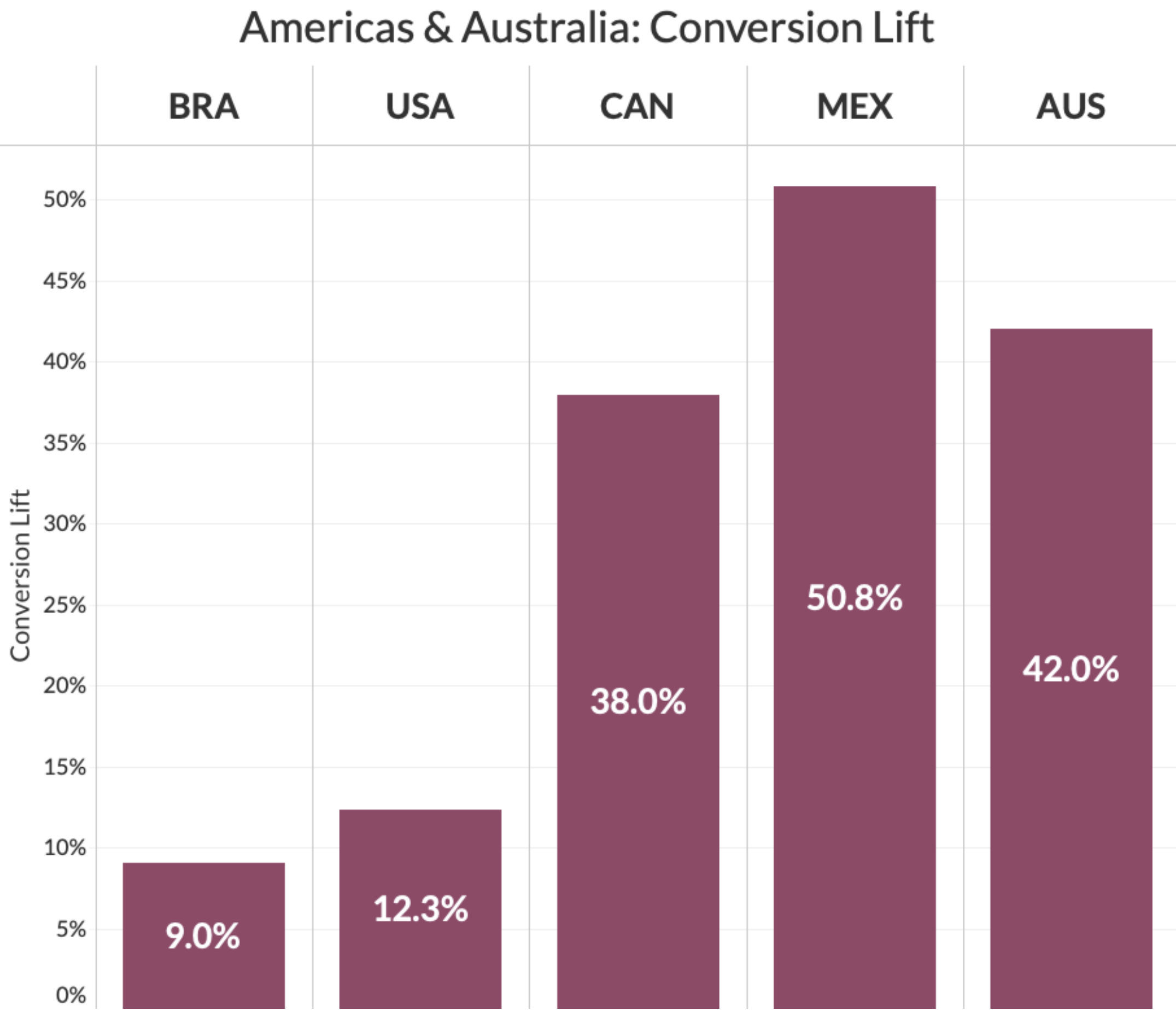
2. The other countries have an **average conversion lift of 30%**.

3. Turkey also had the **second highest number of users in Europe**.



Americas & Australia: Conversion Lift

- 1. All countries had a higher conversion rate in the treatment group.
- 2. USA and Brazil had the highest number of users.
- 3. Australia also had the least number of users, followed by Canada.



Summary

Objectives

- Boost the Food & Drink section visibility
- Increase revenue

Average Spend per User:

- There was no strong evidence about the difference in spending between the groups.
- Only spending amount was analysed, not categories.

Conversion Rate:

- Strong evidence that conversion rate was increased in the treatment group.
- The increased conversion rate was not impactful.

User Attributes:

- All countries saw an increased conversion rate in the treatment group except Turkey.
- Mexico, men and android users converted the most.

Recommendation: Rerun the test

The **banner** is easy to launch and maintain.
However, it takes up **high-value real estate** on the main page.

I recommend we rerun the test with the following considerations:

Test Setup

- A bigger sample size of at least **77K users**.
- Run for a longer **duration of six weeks**.

Data Collection

- Collect more **purchase details like the category** of purchase.
- **Time of purchases** may also provide valuable insights.

User Attributes

- **Equalised number of users** joining the test everyday.
- **Equal number of android and iOS** users.

Thank you!

Any questions?