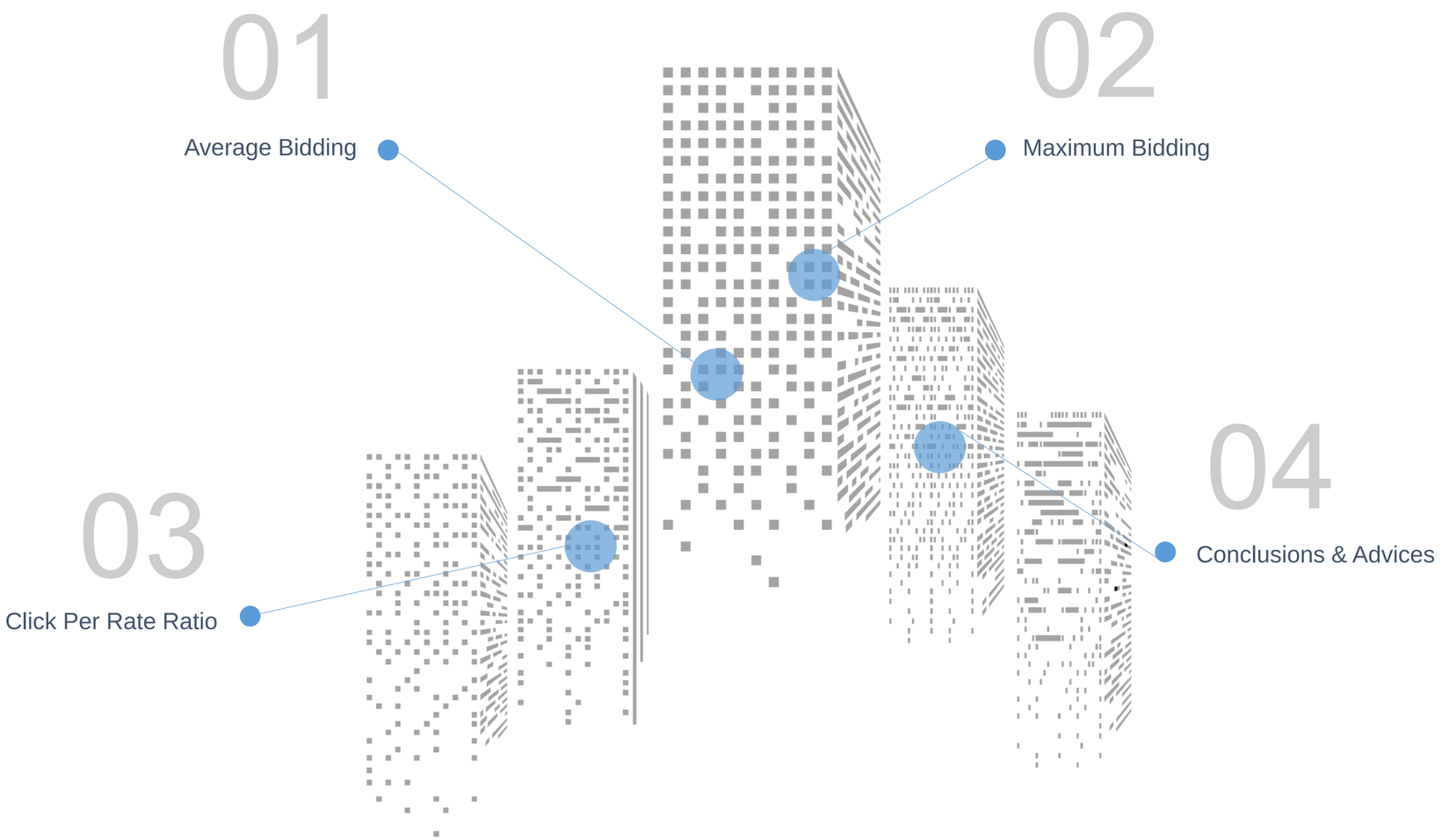
Analyze and Present A/B Test Results Project

Facebook binding type analysis for **bombabomba.com**



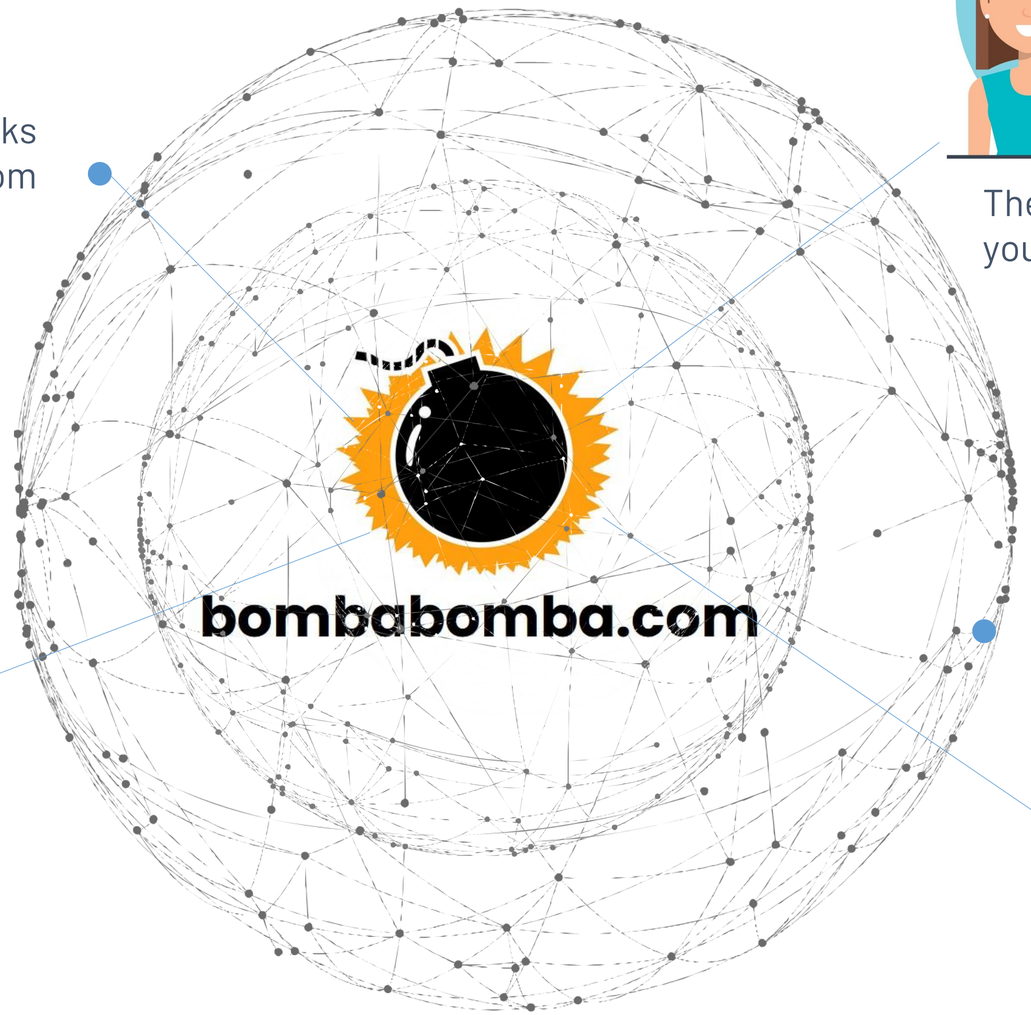
Date | November 2020

some

informations about **bombabomba.com**

Positive user feedbacks on sikayetvar.com

The majority of users are young people



Low level Alexa scoring

Good & Smooth interface

This reporting is just an impression of any of your customers by doing a short research about you.
For more detailed analysis we can help your agency

We have prepared scientific and statistical tests for **your company** about your **new system** .

Tests for your company's action **decisions**

AB Test

Is the new system «average bidding « **good** enough?

CTR Test

Did the user who saw the ad **click** on the ad in the new system?

CR Test

Did visitors **buy** the product in the new system?

AB Test Results

When we looking at the averages of these two groups, the test group "average bidding", looks better.

However, this is only a mathematical inference and **no business decision shouldn't be made based on this result.**

Whether the result is random or not should be statistically investigated.

The main question is;

Is there a statistically significant difference between these two average of groups?

A

550

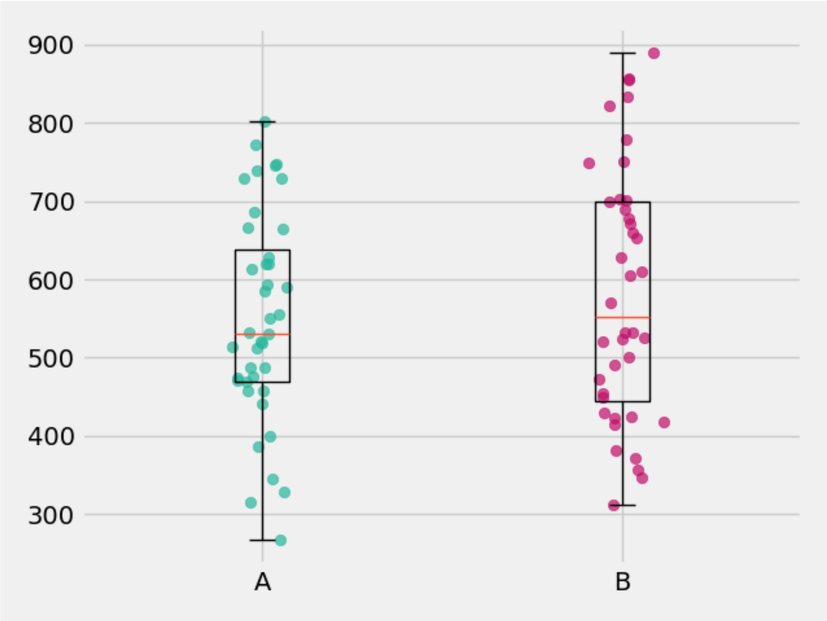
Maximum Bidding mean

B

582

Average Bidding mean

AB Test Results



As a result of the statistical tests applied to the data obtained by the two groups in the research, the groups **provided all the necessary statistical assumptions in the literature.**

A **MAX**

B **AVG**

It was proved statistically and scientifically that there was no significant difference between the averages of the two groups with **95%** confidence.

In line with these results, there is **not statistically significant difference** between purchase of the control group (Max Bidding) and purchase of the test group (Average Bidding)

Website Click Through Rate Test (CTR)

Did the user who saw the ad click on the ad?

A **0,0501**

Maximum Bidding

Ad Clicks / Ad Shows

Rates of these two groups, the control group «maximum bidding", looks better.

However, this is only a mathematical inference and **no business decision shouldn't be made based on this result.**

Whether the result is random or not should be statistically investigated.

The main question is;

Is the experiment has statistically significantly effect on user behavior ?

B **0.0329**

Average Bidding

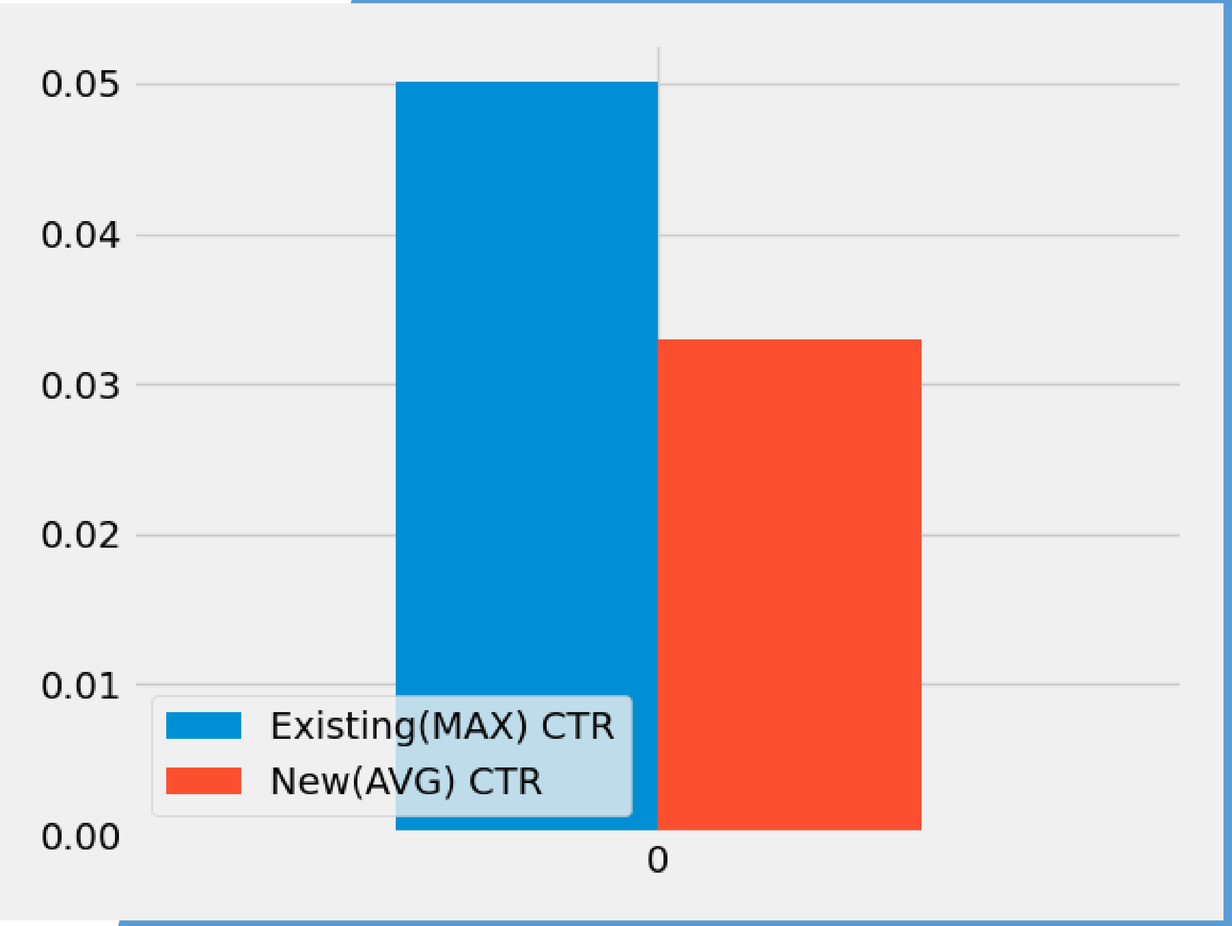
Ad Clicks / Ad Shows

Did the user who saw the ad click on the ad?

Website Click Through Rate Analysis (CTR)

When the bidding methods are examined, the effect of these methods on user behavior (clicks) is different.

And this difference is in favor of the current "max bidding" method.



Conversion Rate

Rates of these two groups, the control group «maximum bidding", looks better.

However, this is only a mathematical inference and **no business decision shouldn't be made based on this result.**

Whether the result is random or not should be statistically investigated.

The main question is;

Is the experiment has statistically significantly effect on user behavior ?

Did visitors buy the product in the new system?

A **0,0054**

Maximum Bidding

Ad Clicks / Ad Shows

B **0.0048**

Average Bidding

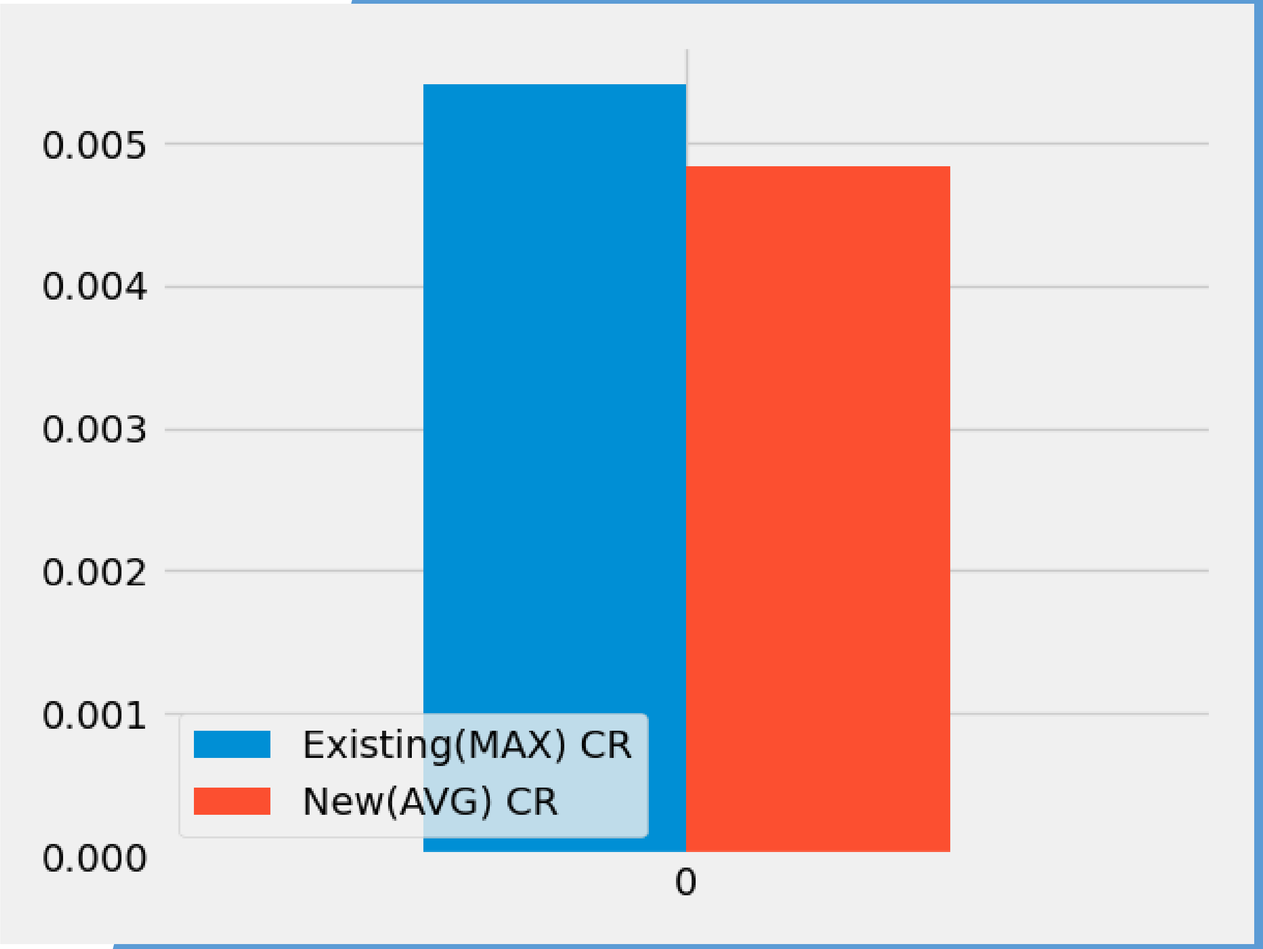
Ad Clicks / Ad Shows

Did visitors buy the product in the new system?

Conversion Rate

When the bidding methods are examined, the effect of these methods on user behavior (clicks) is different.

And this difference is in favor of the current "max bidding" method.



RESULTS

Analysis Steps

- Control and test group data were analyzed.
- No NA value was observed in both groups.
- When looked with the boxplot method, it was observed that there was no outlier in both groups.
- Testing was done between these two groups. Control group using the max bidding method as called A Test group using the new method, average bidding as called B
- Two independent samples t test was deemed appropriate for this comparison.
- For two independent samples t test; variance homogeneity and normality assumption were provided.

Is the new system advantageous ?

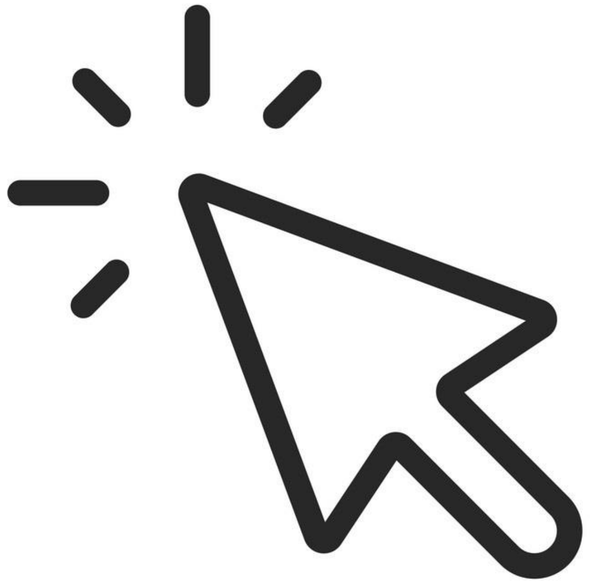
As a result of the statistical tests applied to the data obtained by the two groups in the research, the groups **provided** all the necessary statistical assumptions in the literature.

In this direction, it was **proved** statistically and scientifically that there was no significant difference between the averages of the two groups with **95% confidence.**

In line with these results, **there is not statistically significant difference** between purchase of the control group (Max Bidding) and purchase of the test group (Average Bidding).

Clicked on the ad?

There is a difference in **Clicking** between the two methods, but this is in favor of **"Maximum Bidding"**,, which is the system your agency **currently use.**



Visitors buy the product in the new system?

There is a difference in **Purchasing** between the two methods, but this is in favor of **"Maximum Bidding"**, which is the system your agency **currently use**.

Action Suggestions

by Our Company.

We recommend that you continue with the **existing system.**

As a result of the statistical tests carried out, the new system **"Average Bidding"** has not been observed to benefit your company.

A new test can be done by increasing the **number of samples.**

also,

For different cases,
your agency may be
interested in

RFM Segmentation Service

Nowadays, regaining our current **passive users** is as important as gaining new users.

With our **RFM Segmentation Service**, you can go to your efforts to gain existing users with the budget you will allocate to the new system.

User Sentiment Analysis

Also we think that you can increase your earnings by our using **User Sentiment Analysis** system as well as RFM segmentation.

Thanks

For choosing us

Positive user feedbacks on sikayetvar.com

The majority of users are young people

Low level Alexa scoring

Good & Smooth interface