A/B test results

Subscription Proposition screen

Subscription Proposition screen
Problem and Hypothesis

Daily installations	2000
CR to weekly subscription	5,8%
Recurring Revenue	$ 577
Retention Rate	xxx

The goal:

To increase CR to weekly subscription to min 6.5 %

To keep the MRR at the same level or higher

The hypothesis:

The users will buy more willingly

- if they compare the price with a bigger one, or
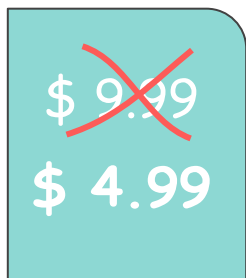- if they realize that their interest in the application is rewarded with a discount.

Subscription Proposition screen

Test, Audience, Duration

$ 4.99 **VS** $ 9.99
$ 4.99

Split approach	Random 50% : 50%
Audience	The entire population for the test period
Estimated Group size	21639
Estimated Duration	22 days

If the test shows statistically significant difference the subscription proposition screen will be changed for the product.

Subscription Proposition screen
Test Results

Test group	N of Users	N of Conversions	CR	Test start	Test end	Test duration
Control	10013	611	6.1%	2023-07-03 1:46:14	2023-07-25 1:41:19	21 days 23:55:05
Test	9985	889	8.9%	2023-07-03 1:42:34	2023-07-25 1:35:59	21 days 23:53:25

- **Uplift:** 46%

- **Null hypothesis** : there is no statistically significant difference for CR between two groups

- **Alternative hypothesis**: the difference is significant and we should accept the screen with discount label

T-test was selected to check statistical significance of the difference between two groups. The choice factors:

- The population is known, it's initial CR is 5.8.
- The data are boolean, not continuous
- The users were split randomly, no categories applied
- The two samples and independent

Subscription Proposition screen
Test Interpretation

T-statistic	Statistical significance (α)	Confidence interval, (CI)	p-value
-7.53	0.05	95%	0.0

The confidence intervals are located far enough.

The difference is statistically significant (**p-value<α)**, Null Hypothesis is rejected.
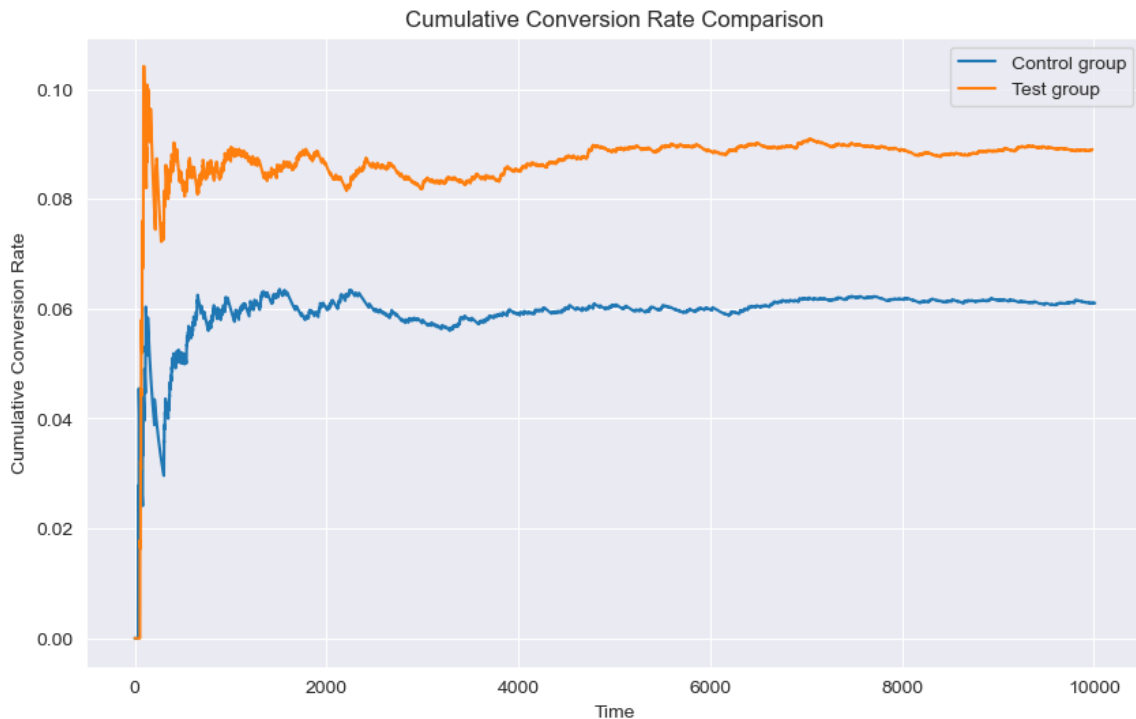
The subscription proposition screen will be changed for the product.
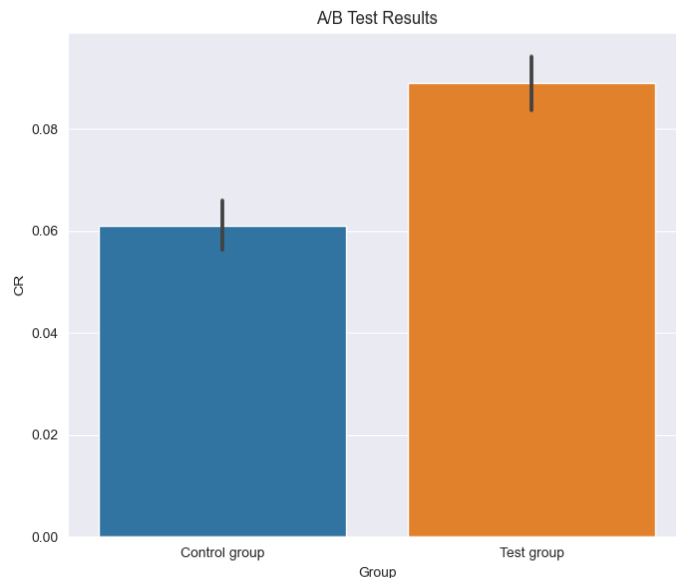
A/B Test Results

Subscription Proposition screen
Conversion change during the test period

Cumulative Conversion Rate Comparison

References

- [A/B test plan](#)
- [A/B test results data](#)
- [A/B test results analysis (python)](#)
- [A/B test results analysis (source of this presentation)](#)