A/B Test Summary Report (Realistic Data)

This report summarizes the results of an A/B test experiment using real simulated data.

Two groups were compared:
- Group A (Control): Existing version
- Group B (Test): New version

Key Metrics:

• Conversion Rate
- Group A: 12.4%
- Group B: 15.2%
- p-value: 0.0695 → Not Significant

• Revenue per User
- Group A: $6.21
- Group B: $8.48
- p-value: 0.0069 → Significant

Conclusion:

Although the conversion rate increase is not statistically significant,
the increase in revenue per user **is** significant.

This suggests that while Group B may not convert more often,
it generates **higher value per conversion**.