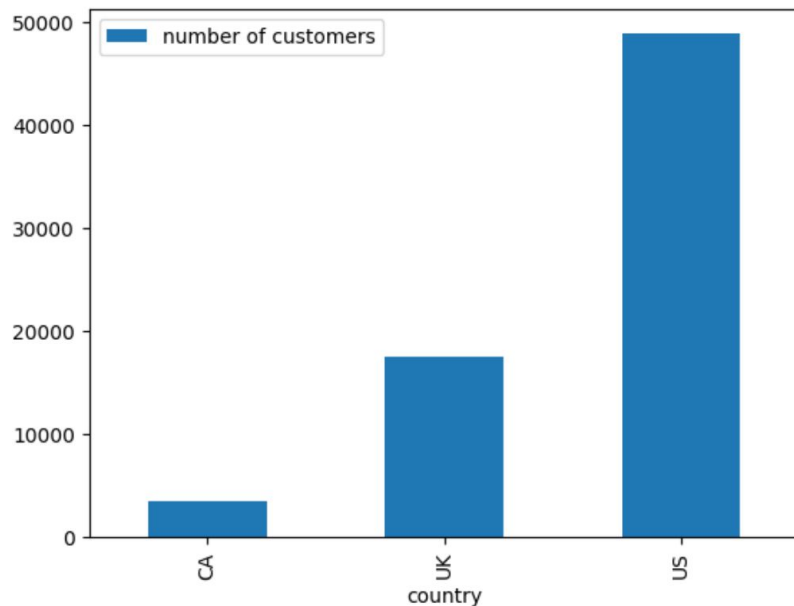# Analyze A/B Test Results

How Was The Experiment Implemented?

Total Variant Visitors: 69889

Total Control Participants: 34678

Conversion Rates

	U.S.	U.K.	CA
Control	0.107	0.102	0.094
Treatment	0.158	0.149	0.154

Executive Summary: These comparison shows that the treatment group have conversion rates higher than control group. This pattern shows the signal that new webpages got higher conversion rate.

Experiment Results

Treatment Conversion Rate: 0.155

Control Conversion Rate: 0.105

Delta in Treatment vs. Control Conversion Rate: 0.05

p-value: 0.00

Conclusion: From the experiment, I have evidence to reject the null hypothesis. So, the treatment group shows the significant of conversion when comparing with old webpage. Therefore, we should replace the old page with new one.

Country Results

Conclusion:

From the experiment, I found that country have impact to conversion rates significantly, p-value is 0.0225 that less than 0.05.

I also found that

For US, conversion rate is 1.06 times as likely, holding all other variables constant.

For UK, conversion rate is 0.999 times as likely, holding all other variables constant.