Alaska Storefront AB test result Update as of 2017-08-14 9:30 AM:

The test for BG is proven significant. The Revenue per transaction in the Test Group is now significantly lower than the Control Group due to a lower Conversion Rate. The ATS for Control is not significantly lower than the Test Group. But we should stop the testing, and roll back all members to the control Storefront.

Test for Transfer is showing an opposite story. The Test Group is outperforming the Control Group in ATS and Conversion Rate. However, it’s not statistically significant yet. We suggest keep testing the Transfer Storefront.

You can find the report here, https://data.points.com/#/views/Alaska\_July\_Storefront/Summary?:iid=1