JetBlue BG December Baseline Storefront AB test result Update as of 2017-12-06:

The configuration ID’s were reset on December 4th during the baseline period, it is now three days into the test. The Test Storefront is generating -26% lower Revenue per Visitor. However, neither ATS nor Conversion reached the statistical significance. This is still very early in the baseline test, but it’s generating consistent performance as we saw in the previous Storefront Test during Baseline Period which generated weaker performance.

1. The Revenue per Visitor of the Test Storefront was **-26% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront was **-6% lower** than that of the Control Storefront
3. The ATS of the Test Storefront was **-21% higher** than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/JetBlue_DecBaseline2017_Storefront_ABtest/Story>

