JetBlue BG December Baseline Storefront AB test result Update as of 2017-12-08:

The configuration ID’s were reset on December 4th during the baseline period; it is now five days into the test. The Test Storefront is generating -15% lower Revenue per Visitor. However, neither ATS nor Conversion reached the statistical significance.

1. The Revenue per Visitor of the Test Storefront was **-15% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront was **-13% lower** than that of the Control Storefront
3. The ATS of the Test Storefront was **-4% lower** than that of the Control Storefront

You can find the report here,

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

