JetBlue BG December Baseline Storefront AB test result Update as of 2017-12-15:

The test ran on baseline period from December 4th to December 11th before the Mosaic Promo started. Revenue per Visitor for the test storefront was -14% lower than the control storefront. However, neither ATS nor Conversion reached the statistical significance.

1. The Revenue per Visitor of the Test Storefront was **-14% lower** than the Control Storefront.
2. The conversion rate of the Test Storefront was **-8% lower** than that of the Control Storefront
3. The ATS of the Test Storefront was **-9% lower** than that of the Control Storefront

You can find the report here,

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

