Saudi BGT October Storefront AB test result Update as of 2017-11-24:

As of this Morning, 15 days into the test during baseline, the Test storefront is generating lower Revenue per Visitor compared to the Control storefront. However, neither the Conversion nor the ATS have reached statistical significance due to the low volume.

1. The Revenue per Visitor of the Test Storefront is -6%lower than the Control Storefront
2. The conversion rate of the Test Storefront is -12**%** lower than that of the Control Storefront
3. The ATS of the Test Storefront is +**12%** higher than that of the Control Storefront

You can find the report here,

<https://data.points.com/#/views/Saudi_StorefrontABTest_Nov2017/Story>

