


A/B Testing Report

A/B TESTING ANALYSIS REPORT

 Group Size:

group

A 5013

B 4987


 Overall Conversion Rate: 13.57%

 Conversion Rate by Group:

group

A 12.108518


B 15.039102


 Hypothesis Test Results:

Z-statistic: -4.279

P-value: 0.0000

Conclusion:

 Statistically significant — the variant likely improves conversion.

 Conversion Rate Plot:

