# 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:

