
A/B Test - Data Analysis

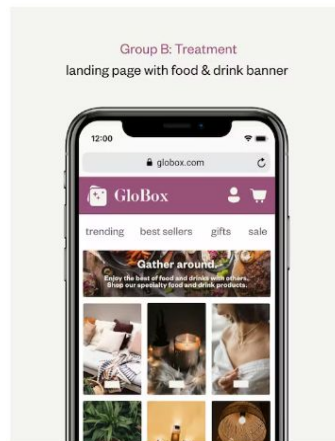
— GloBox New Website Banner —

Agenda

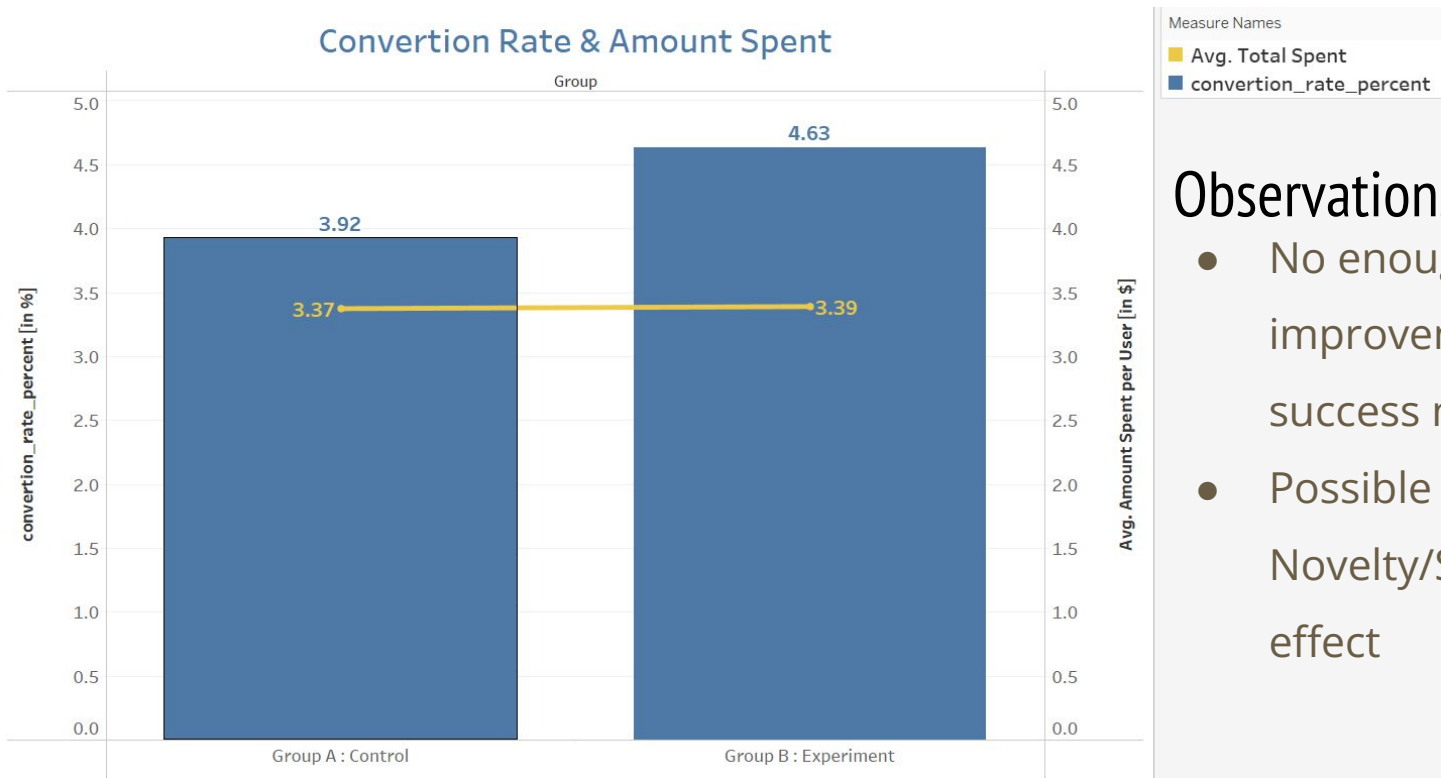
- Overview
- Test dashboard
- Hypothesis Tests & Confidence Intervals
- Recommendation
- Q&A
- Appendix

Overview

- Goal - Increase revenue
- A/B Test:
 - New website banner: food and drink category
 - Experiment scope: Mobile website only
- Success Metrics:
 - Average amount spent per user
 - User conversion rate
- Analyze results of the A/B test
- Recommendations and next steps



Test Dashboard - Conversion Rate & Avg Amount Spent

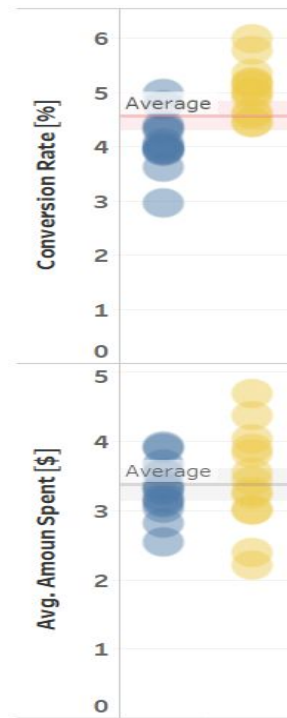


Observations:

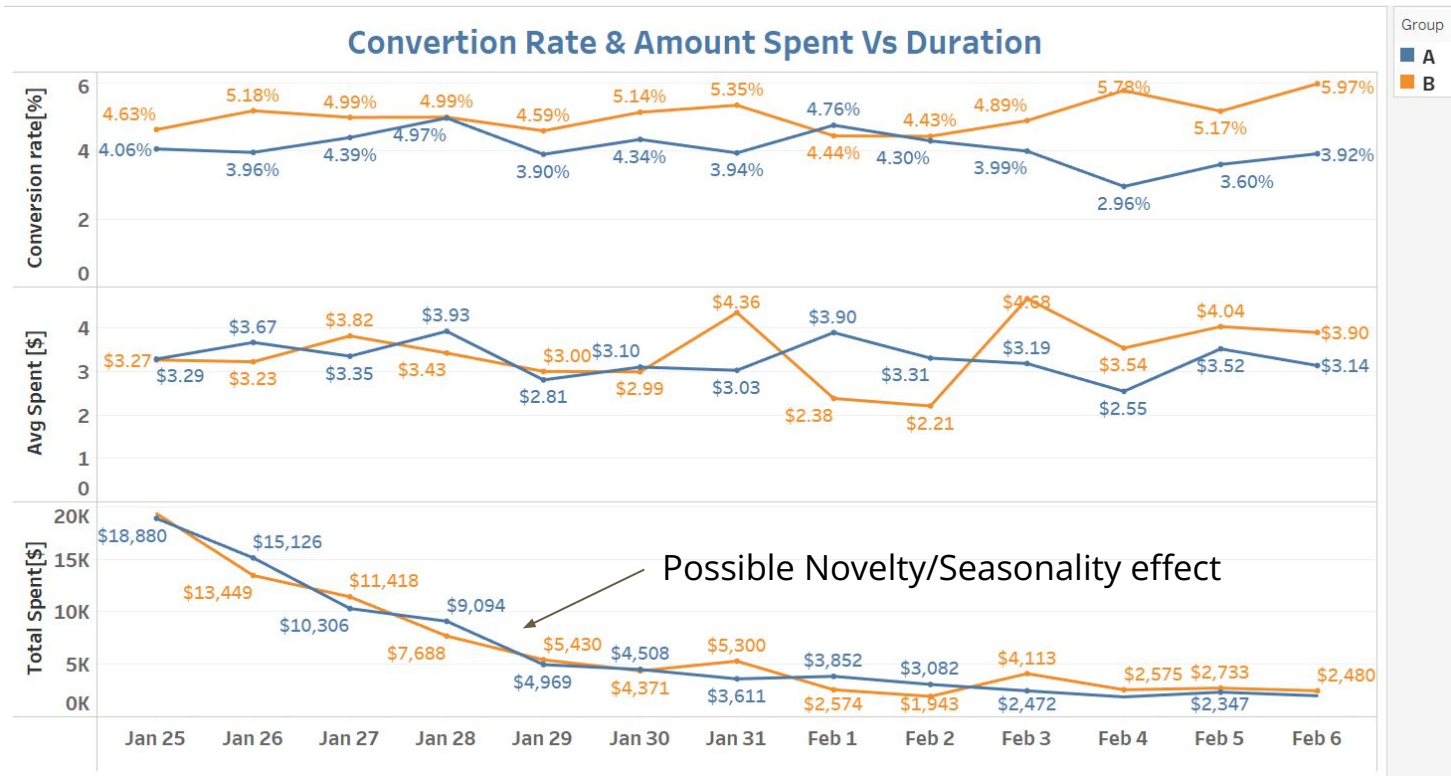
- No enough improvement in success metrics
- Possible Novelty/Seasonality effect

Hypothesis Tests & 95% Confidence Intervals

- HT - Difference : uses data from a sample to test a specified hypothesis
 - User Conversion rate: **p-value = 0.0001**, statistically significant, **Reject**
 - Avg amount spent: **p-value = 0.944**, statistically insignificant, **Fail to Reject**
- CI - Magnitude: uses data from a sample to estimate a population parameter
 - User Conversion rate: **(0.0035, 0.0107)**
 - Avg amount spent: **(-0.439, 0.471)**



Further Analysis



Recommendation

Recommendation: Continue iterating

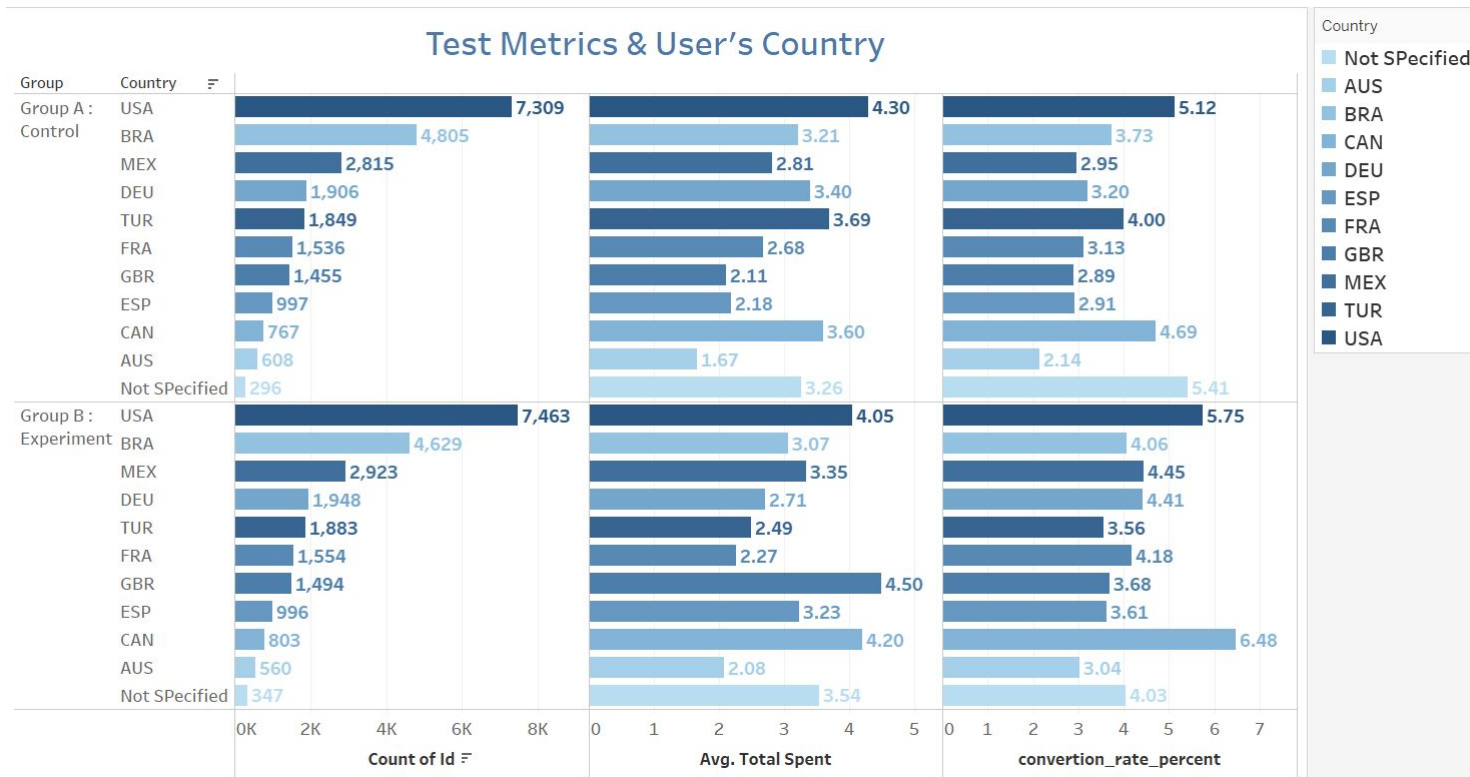
- Enhance banner clickability
- Conduct Another A/B Test
 - Increase sample size 3 times
 - Extend test duration by 1 week
- Perform another Data Analysis afterwards and make decision

Q&A

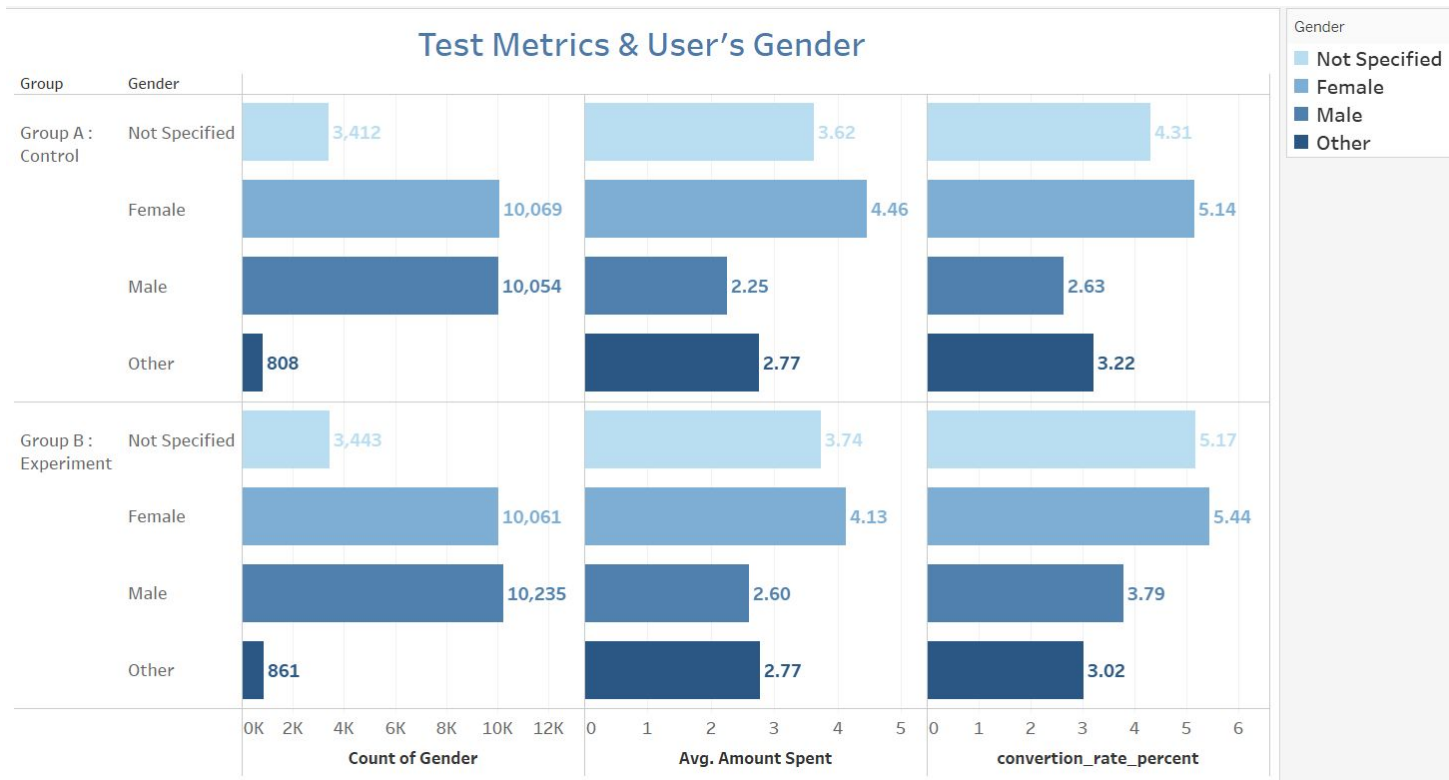
Any questions?...

- In person
- Online and/or offline

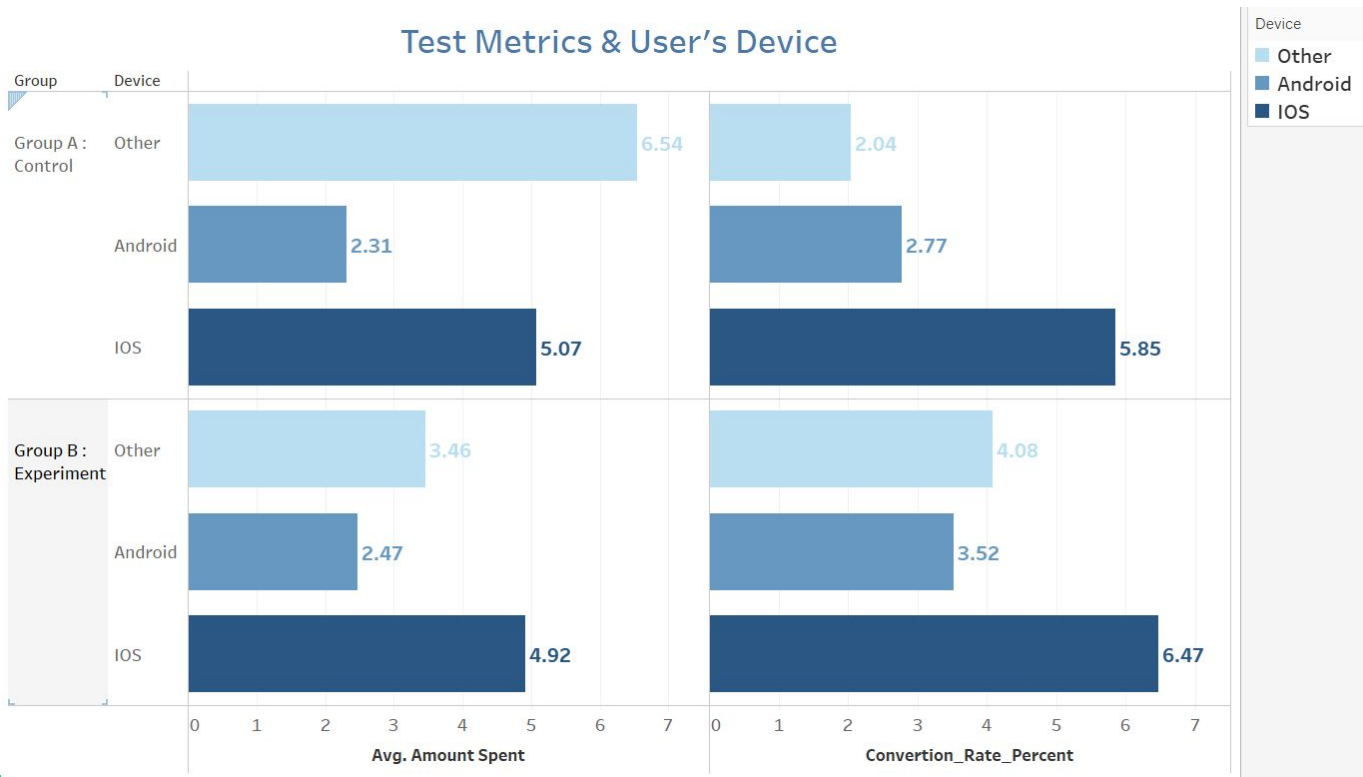
Appendix - Test Metrics & User's Country



Appendix - Test Metrics & User's Gender



Appendix - Test Metrics & User's Device



Appendix - Distribution of Total Spent per User/Group

