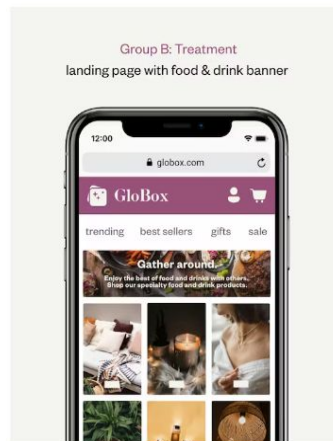# A/B Test - Data Analysis

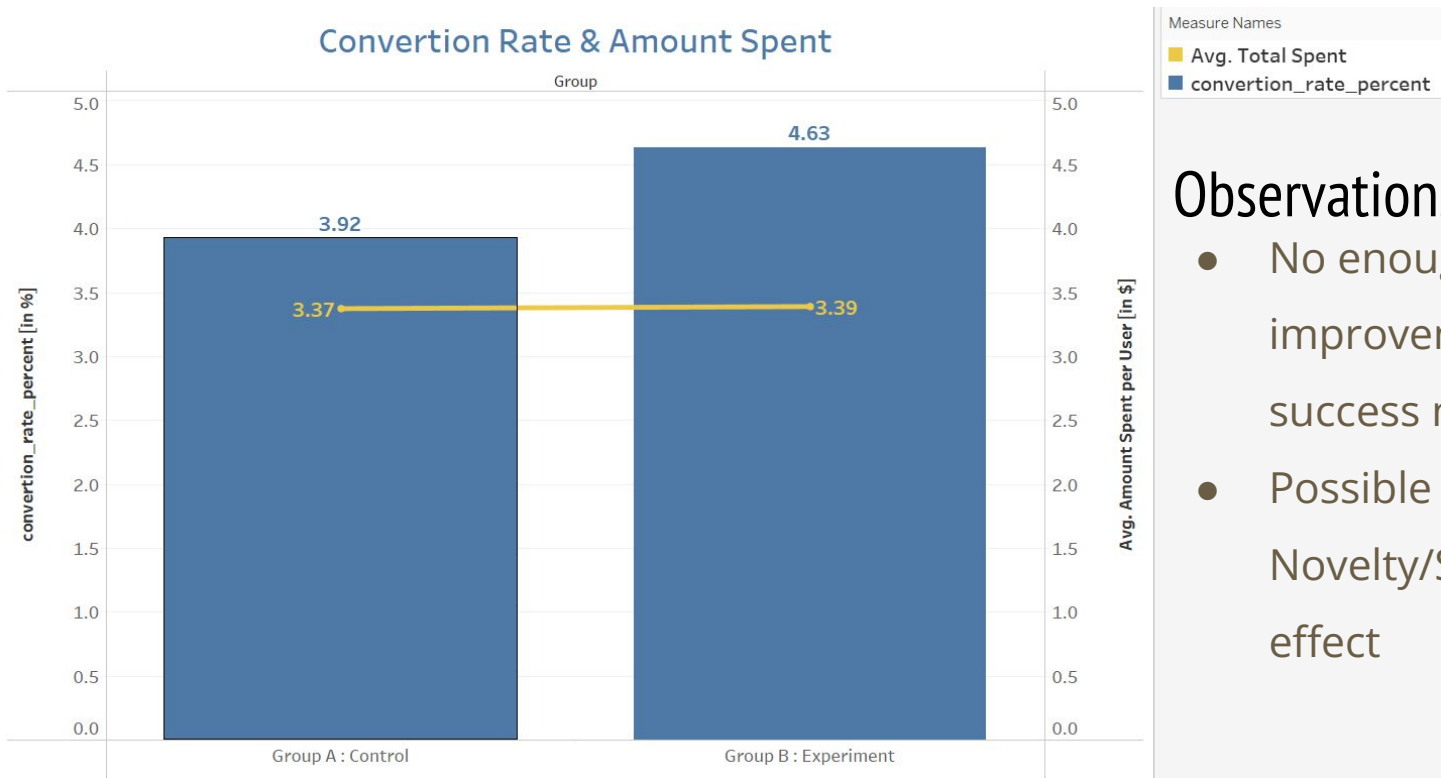GloBox New Website Banner

Agenda

- Overview

- Test dashboard

- 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

Group A: Control
existing landing page

Group B: Treatment
landing page with food & drink banner

Test Dashboard - Conversion Rate & Avg Amount Spent

Convertion Rate & Amount Spent

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

Further Analysis

Convertion Rate & Amount Spent Vs Duration

Possible Novelty/Seasonality effect
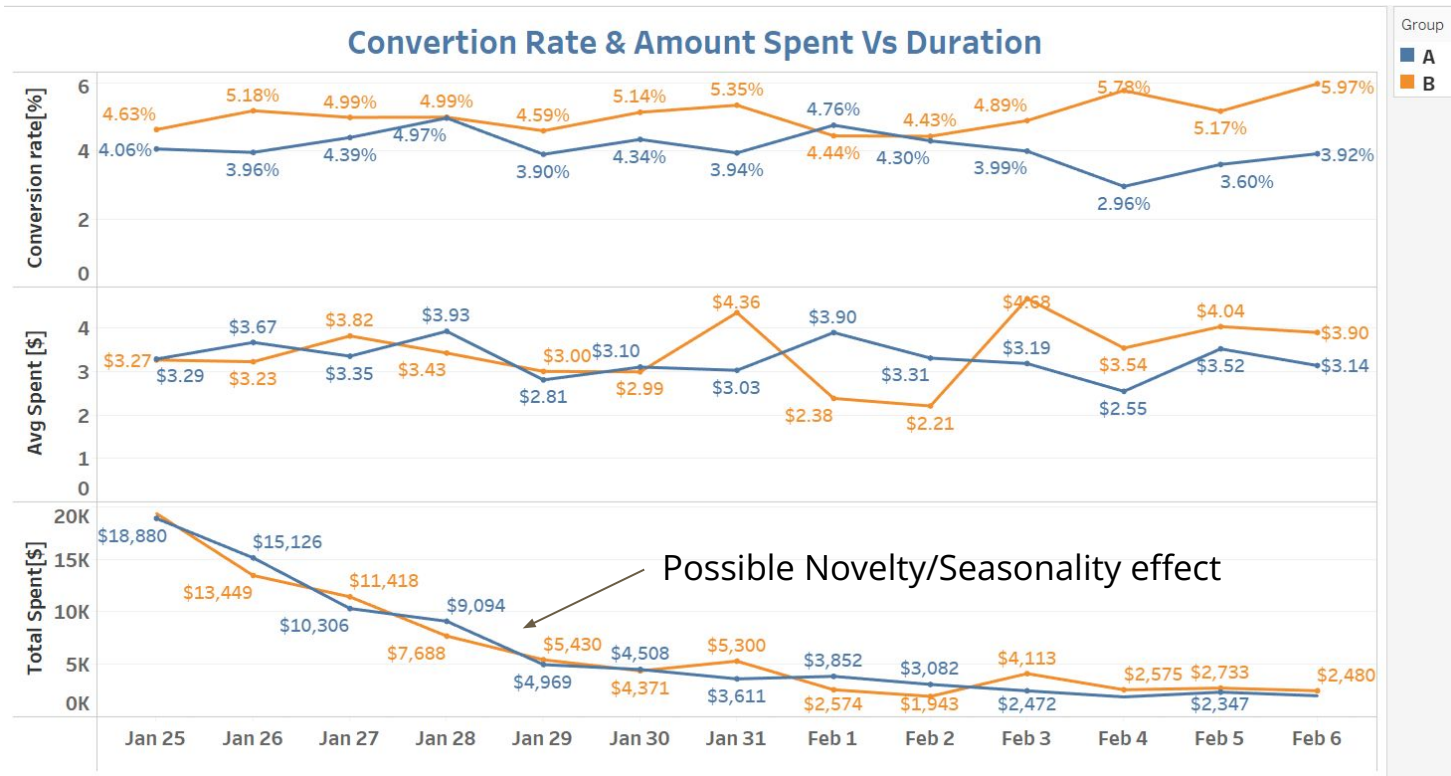
Recommendation

Recommendation: Continue iterating
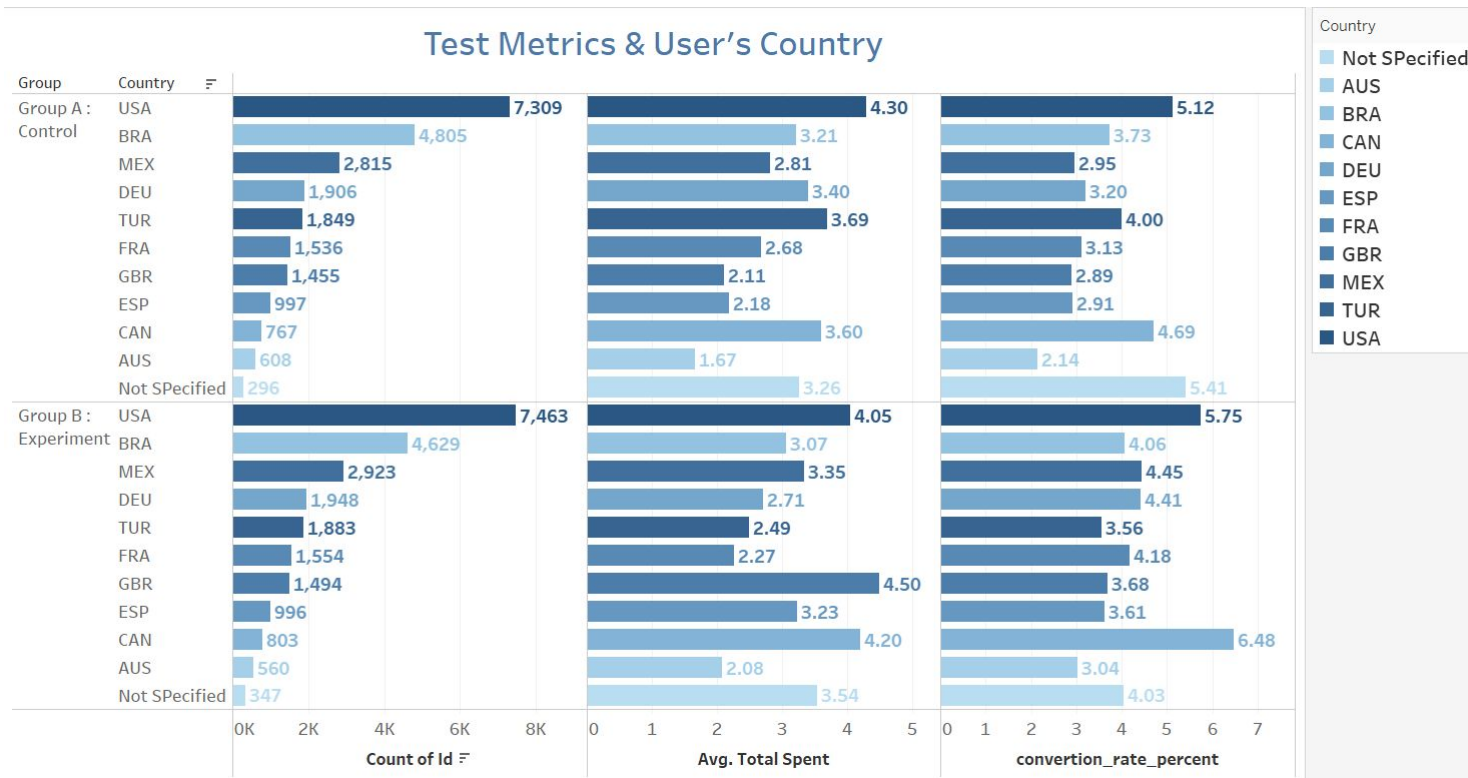
- Enhance banner clickability

- Conduct Another A/B Test

    - Increase sample size 3 times

    - Extend test duration by 1 week

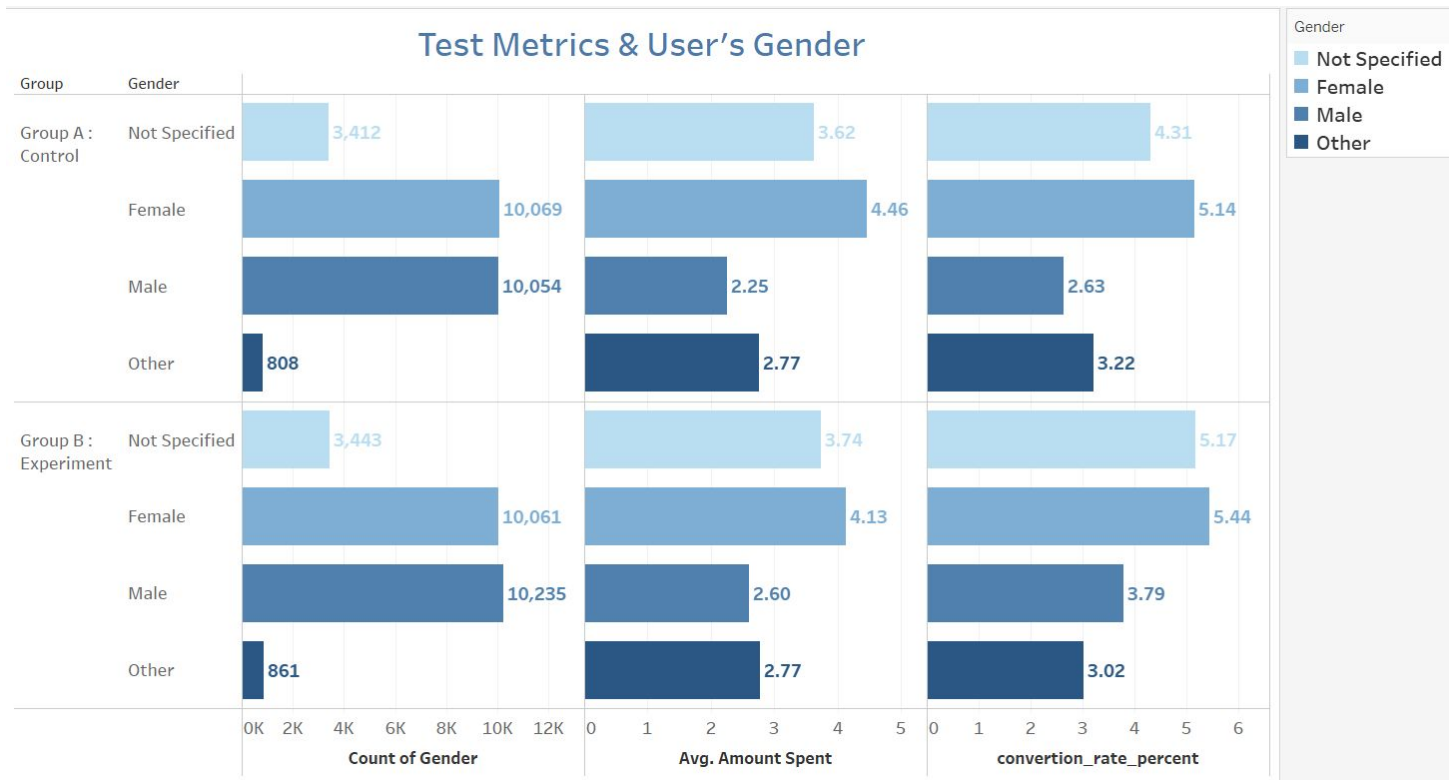- Perform another Data Analysis afterwards and make decision

Q&A

Any questions?...
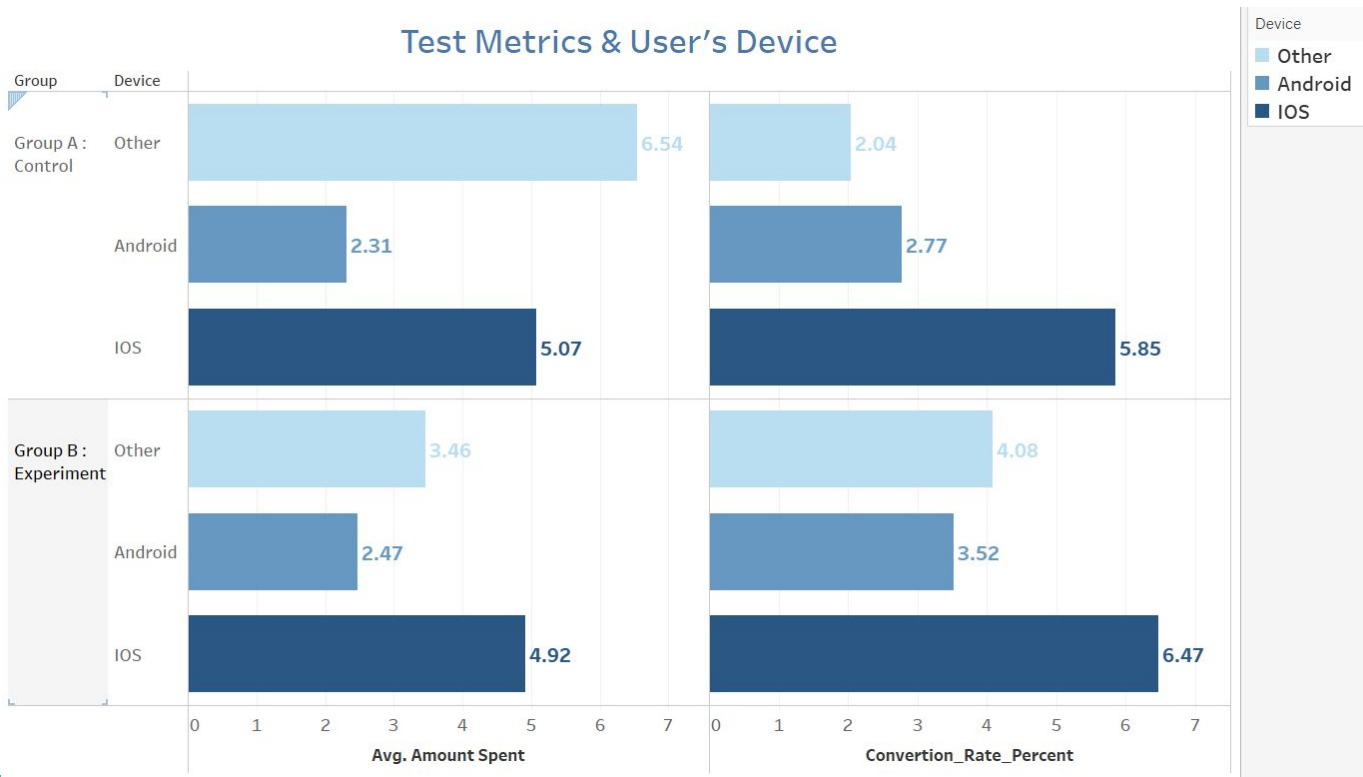
- In person

- Online and/or offline

Appendix - Test Metrics & User's Country

Appendix - Test Metrics & User's Gender

Appendix - Test Metrics & User's Device

Test Metrics & User's Device

Appendix - Distribution of Total Spent per User/Group

Distribution of Amount Spent per User/Group