

Analysis of A/B Test Results

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Agenda

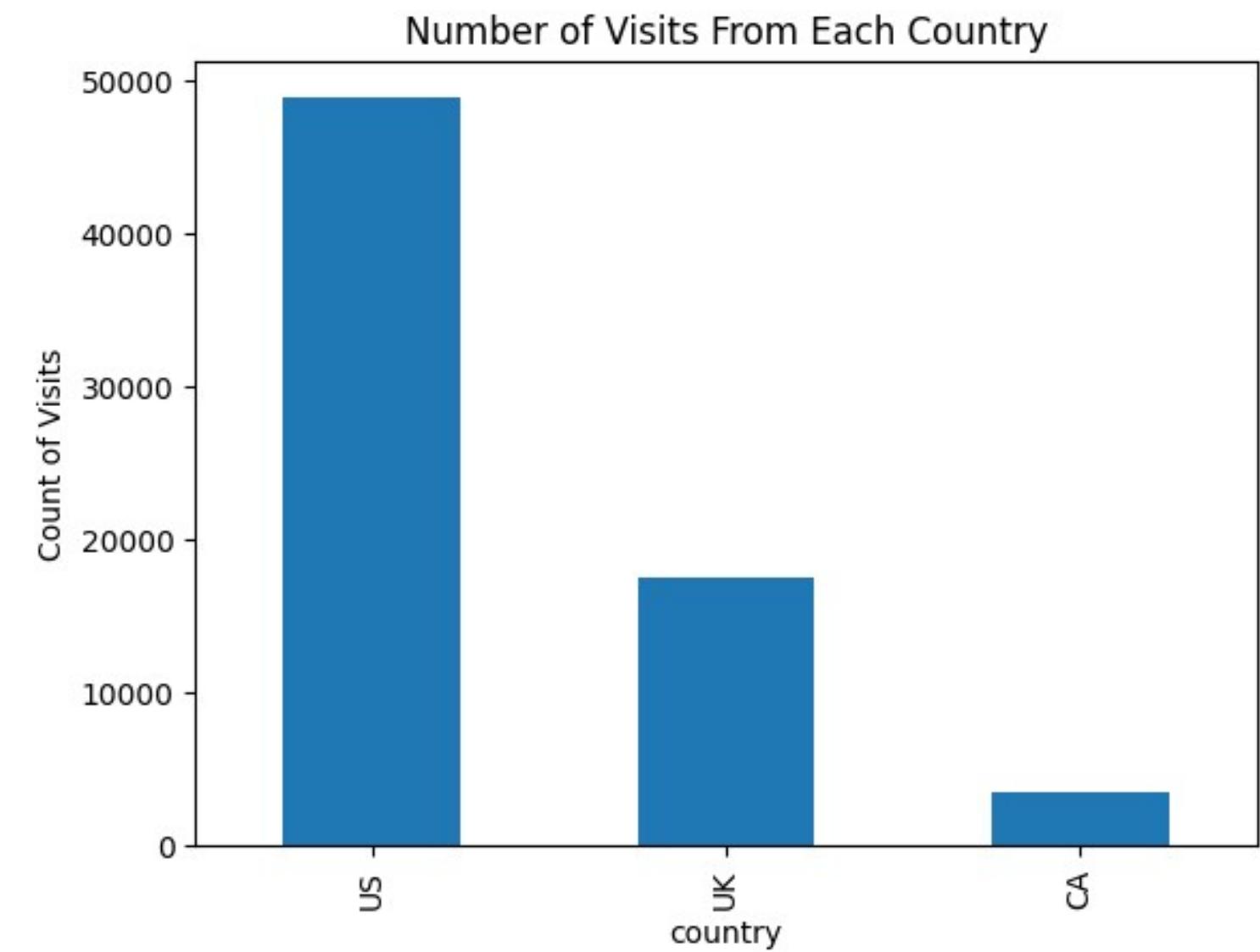
Findings of A/B test analysis

- Experiment Setup
- Conversion Rates
- Experiment Results

How Was the Experiment Implemented?

Total Variant Visitors: 69889

Total Control Participants: 34678



Conversion Rates

	U.S.	U.K.	CA
Control	10.7%	10.2%	9.4%
Treatment	15.8%	14.9%	15.4%

Executive Summary: All three countries had similar conversion rates for both control and treatment. This suggests that the country of the visitors had little influence on conversion rate. In all three countries the treatment conversion rate was higher than the control conversion rate. This suggests the treatment may be having a positive effect.

Experiment Results

- Treatment Conversion Rate: **0.1553**
- Control Conversion Rate: **0.1053**
- Delta in Treatment vs. Control Conversion Rate: **0.05**
- P-value: **0.0**
- Conclusion:
 - The treatment conversion rate was larger than the control conversion rate. The p-value of 0.0 is below the Type I error rate (alpha) of 0.05, so the Null Hypothesis can be rejected. This is solid evidence to suggest that the treatment page results in a higher conversion rate than the control page.