

Analyze A/B Test Results

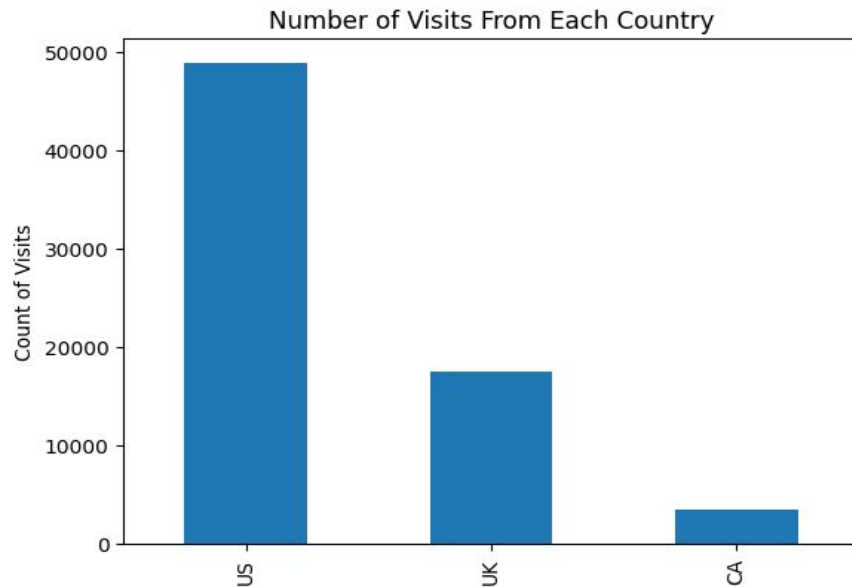


How Was The Experiment Implemented?

Total Visitors: 69889

Total Treatment Participants: 35211

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: The probabilities suggest no association between “Country” and conversion rates but a positive impact of “Treatment” on conversion rates, i.e. the rate of users who decide to pay for the company's product.

Experiment Results

Treatment Conversion Rate: 13.0%

Control Conversion Rate: 12.8%

Delta in Treatment vs. Control Conversion Rate: 0.0017

p-value: 0.0

Conclusion: As the p-value is smaller than the Type I error rate of 0.05, we have statistically significant evidence to reject the null hypothesis, that is the treatment page has better conversion rate than the control page.

Country Results

Conclusion: There is no statistically significant difference in conversion rates between countries as the p-values of UK and US (0.978 and 0.207, respectively) are greater than the preset Type I error (0.05).