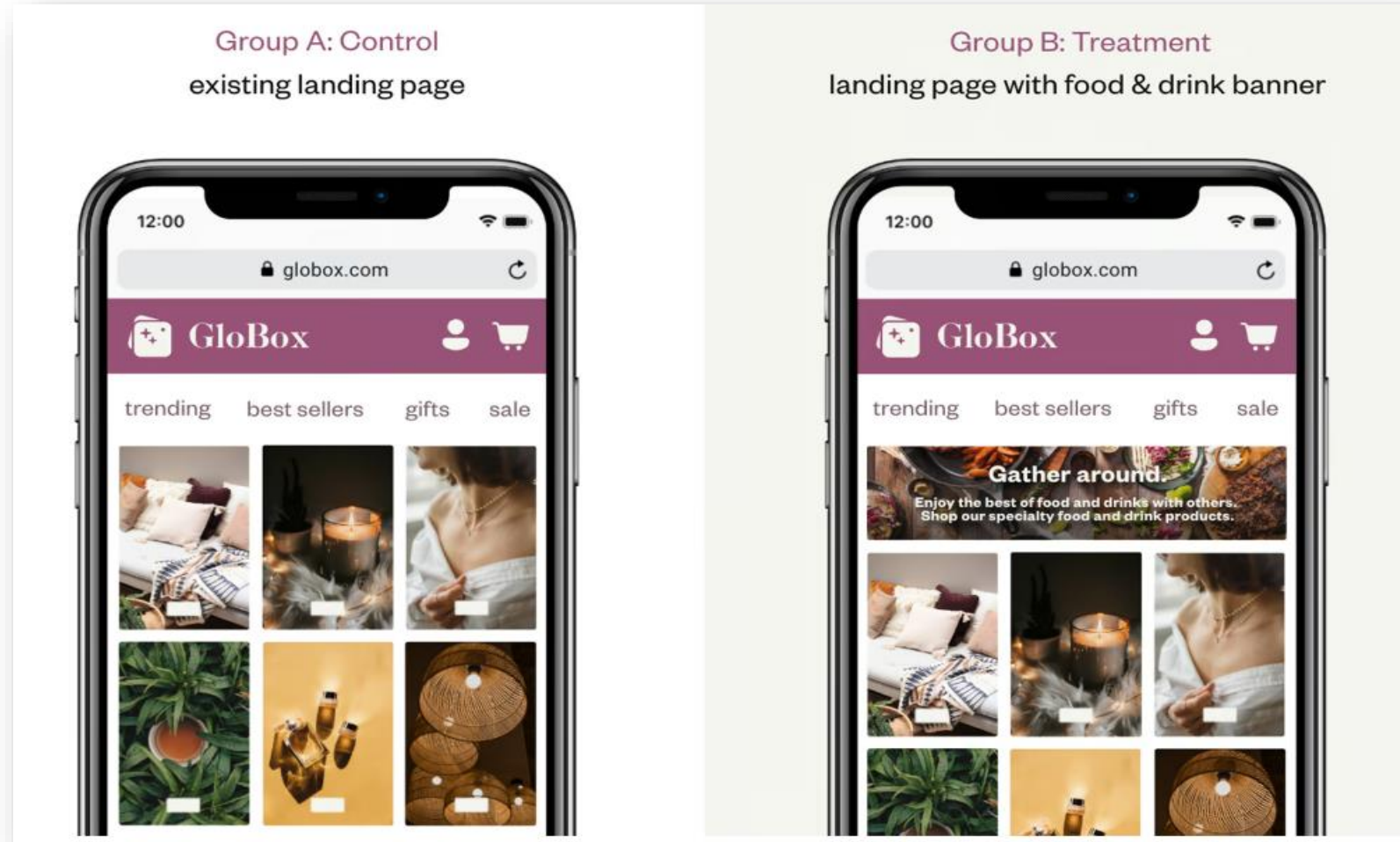


Enhancements to GloBox's current Webpage aimed at boosting Revenue



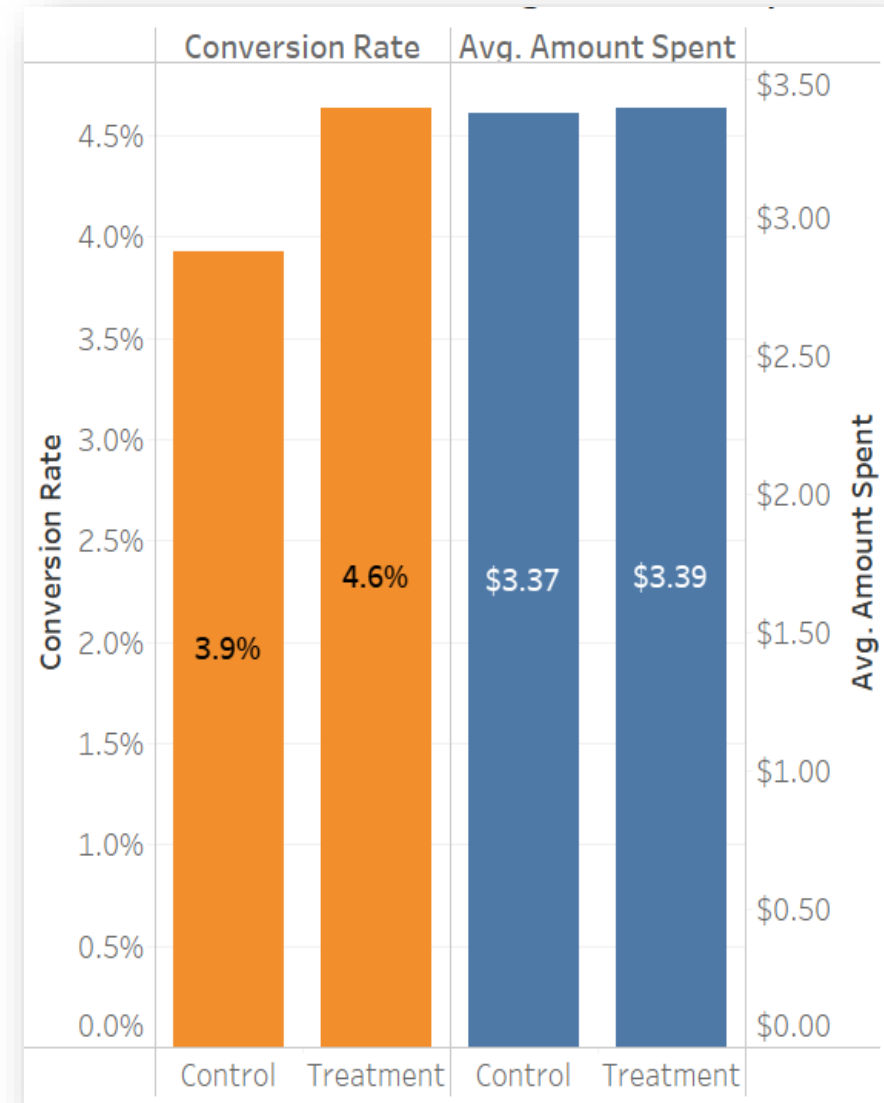
The experiment took place over a period of 13 days in the first quarter of 2023.

The Experiment Details

- We performed a trial on an innovative homepage layout with the aim of boosting the revenue. An A/B test was carried out to assess the effects of this new design.
- The experiment conducted for 13 days in Q1 2023 between 25th Jan, 2023 to 6th Feb, 2023.
- Experiment consist of 24343 distinct user id's in control group and 24600 distinct user id's in treatment group.
- The metrics being used to evaluate this experiment are the conversion rate and the average amount of money spent.

Increase in Conversion Rate but not in average spend

- The treatment group has a slightly higher conversion rate (18% higher) compared to the control group. However, the average amount spent per user is almost the same for both groups.
- The average amount spent in Control group is \$3.37 and Treatment Group is \$3.39 giving very minor difference of 0.6%



Total expenditure per user is higher in Control Group

- The amount of money spent per user is \$12.78 greater in comparison to the Treatment group, however, this difference is not significant enough to draw a conclusion.

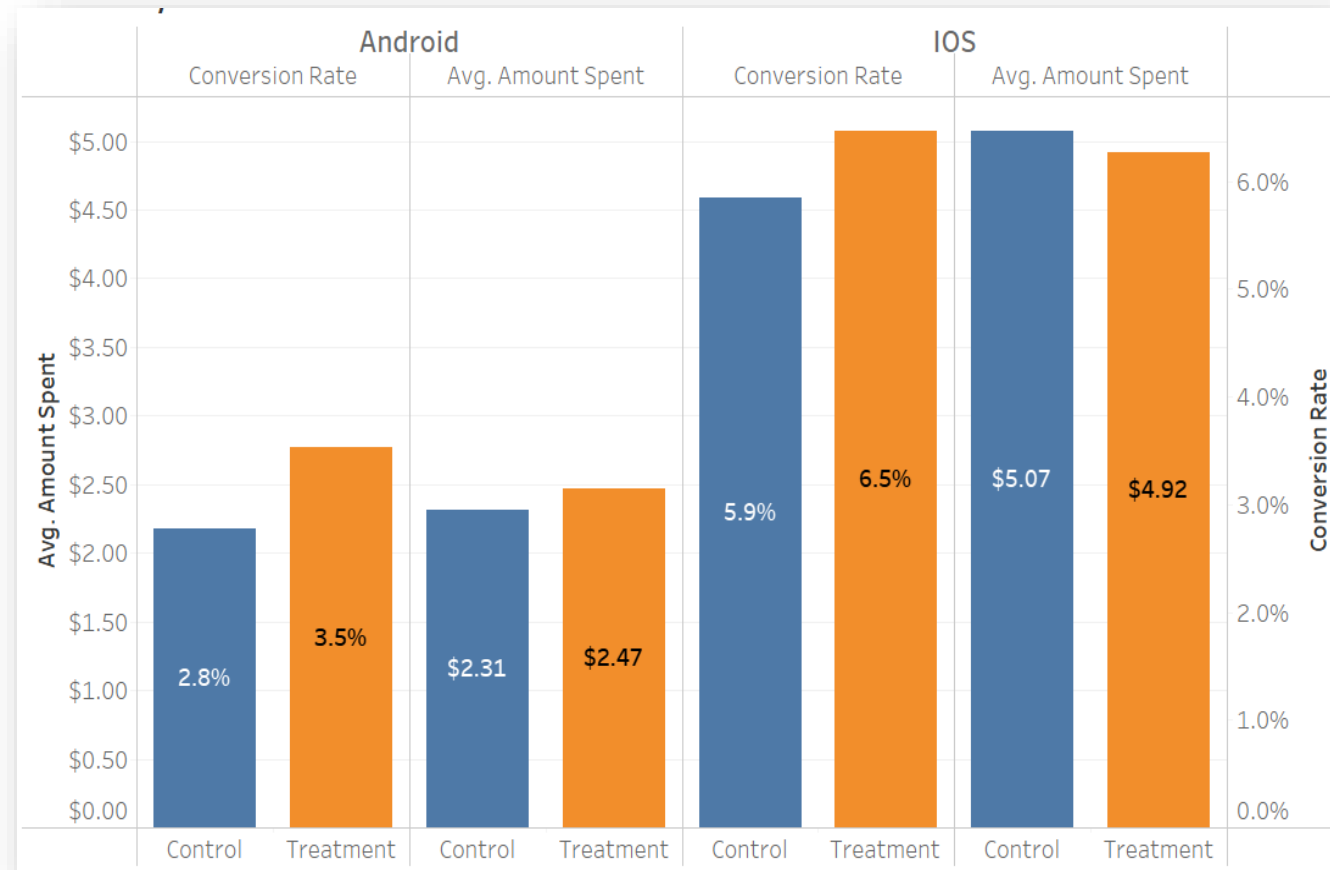


Statistical Analysis

- The A/B test revealed a significant discrepancy in conversion rate, with a p-value of 0.00011 below the predetermined significance level of 0.05. This suggests that the user had a positive influence on conversion rate.
- However, there was no significant disparity in the average amount spent, as the p-value for the mean was 0.94, significantly higher than the significance level of 0.05.
- Furthermore, based on the power analysis, it is clear that the test did not achieve the desired sample size for both conversion rate and average amount spent.

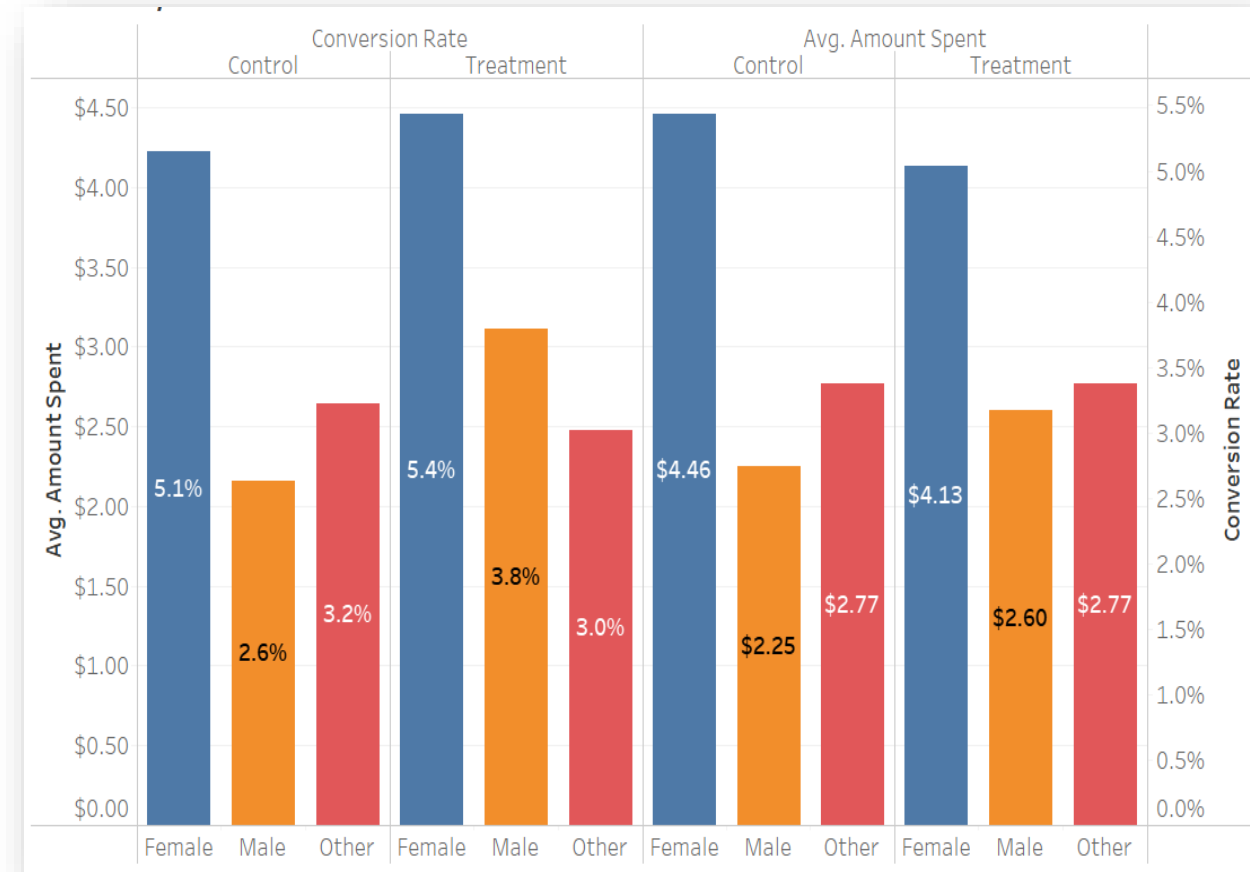
iOS Experienced a more Significant Improvement in Conversion Rate

- Android has a higher number of users (30,289 in total, including both groups) compared to IOS (18,360 in total, including both groups). - The conversion rate for IOS devices is 6.16%, higher than Android's conversion rate of 3.15%.
- The conversion rate for the treatment group has significantly increased for both devices. However, in iOS users, the average spend has decreased by 2.95%.
- The difference in conversion rate between Android users and iOS users is 25% and 10% respectively.



Male Users had a Better Increase in Conversion Rate

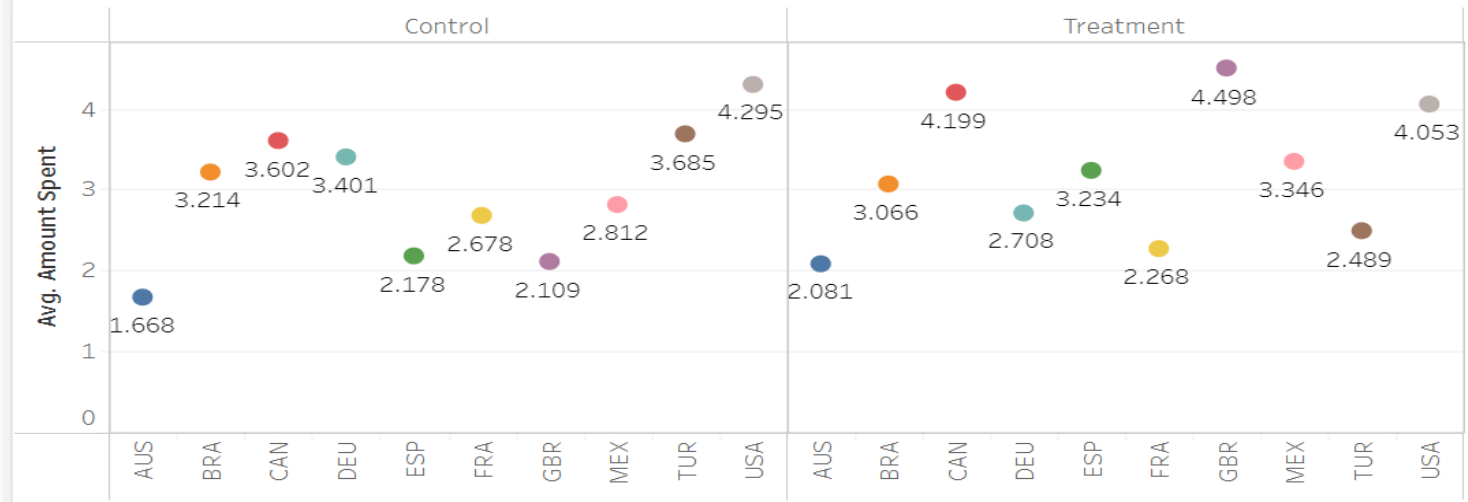
- In comparison to male and individuals of other genders, female users in both groups exhibit higher average spending and conversion rates.
- The male conversion rate experienced a notable rise of 46% in comparison to the Control Group.
- However, it appears that the average expenditure for women has decreased in the treatment group, despite an increase in the conversion rate from 5.1% to 5.4%.



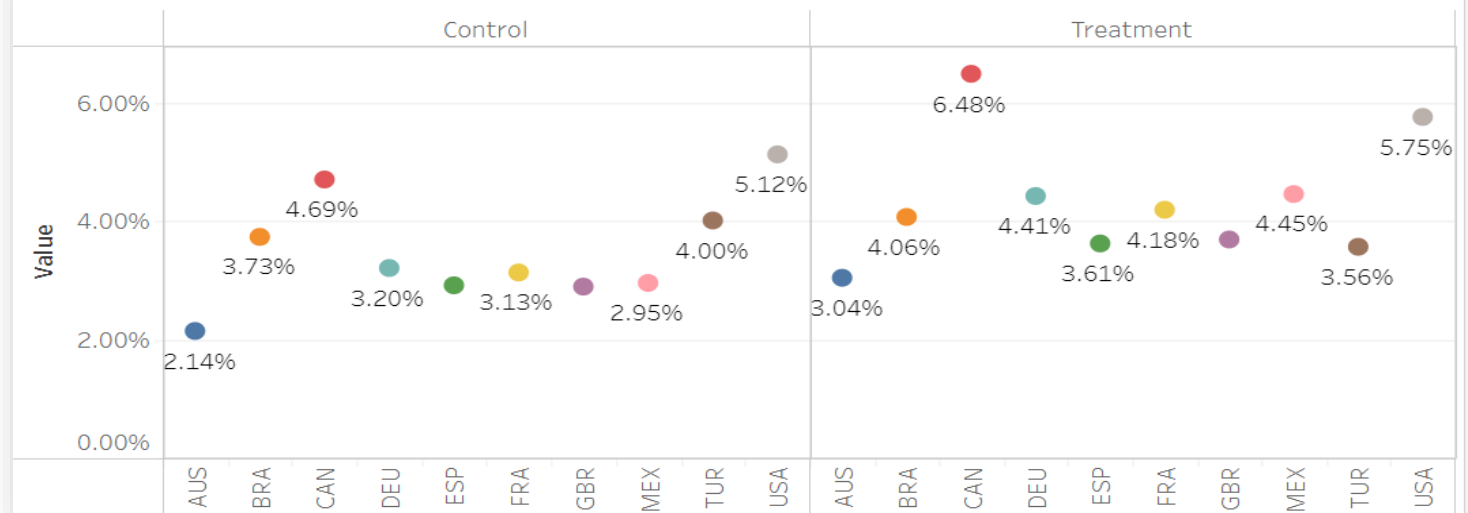
Country wise Analysis

- The UK exhibits the biggest rise in average spend with a significant increase of 113%, showcasing a positive effect. Additionally, there is a notable 27% surge in the conversion rate.
- Canada has experienced the largest surge in growth, reaching a notable 38%, which highlights the favorable influence on the rate at which visitors are converted into customers. Additionally, there has been an average spending increase of 16.6%.

Country wise Average Amount Spent



Country wise Conversion Rate



Summary & Suggested Actions

- The treatment group has seen an 18% higher conversion rate compared to the control group, but there is only a 0.6% difference in the average amount spent per user.
- The data gathered from the A/B test does not offer enough justification to move forward with the launch of the current banner design since it lacks a noticeable impact on the revenue.
- Based on the five key metrics for novelty effect, it can be concluded that the novelty being tested had little to no significant impact on user behavior throughout the testing duration.
- Additionally, the results of the power analysis indicate that the test falls short in terms of the available sample size. Therefore, I suggest conducting the experiment again with a larger sample size in order to attain the desired level of statistical power.

Thank You