

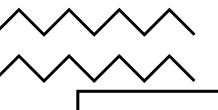


## **About Dataset:**

Our dataset comprises information on user demographics and behavior, including:

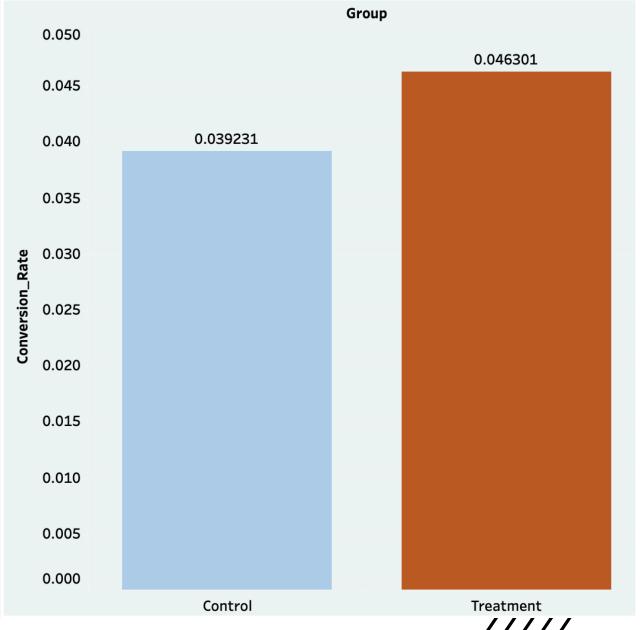
- 1- unique IDs
- 2- join dates (The date the user joined the test)
- 3- group (Control or Treatment)
- 4- country
- 5- gender
- 6- device type (Android or IOS)

This dataset allows us to explore the relationship between these factors and conversion rates for control and treatment groups effectively.



By analyzing the dataset and conducting hypothesis tests, we discovered a statistically significant difference in conversion rates between the control and treatment groups.

Our analysis has already revealed a statistically significant difference in conversion rates between the control and treatment groups. To gain a comprehensive understanding, we must further explore the data, considering variables such as gender, device, and country.



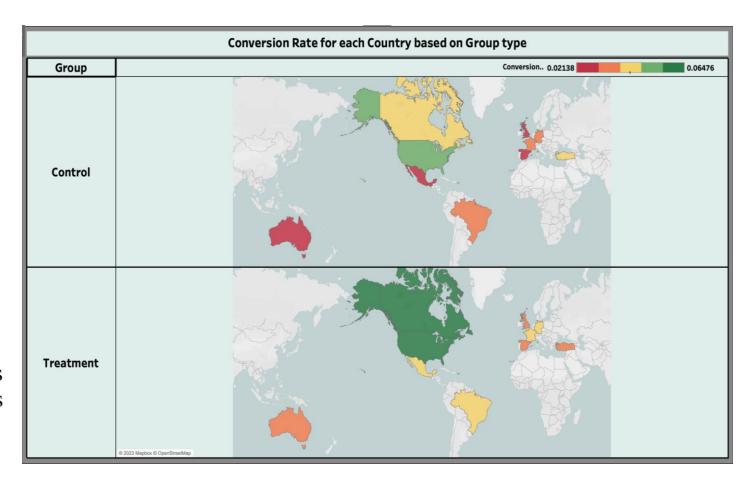
## **Country-Specific Insights on Conversion Rates**



When examining the impact of landing the banner on spending amounts and conversion rates for each country in the treatment and control groups, several observations can be made.

Firstly, there is a notable difference in spending amounts among users from different countries, indicating country-specific spending behaviors. However, the interaction between country and group is not significant, suggesting that the banner's effect on spending is consistent across countries.

Moreover, when specifically analyzing the conversion rates, significant differences between the control and treatment groups are observed only for "Germany" and "Mexico," while most other countries do not exhibit a significant difference. This highlights the importance of considering country-specific dynamics when evaluating the banner's impact.



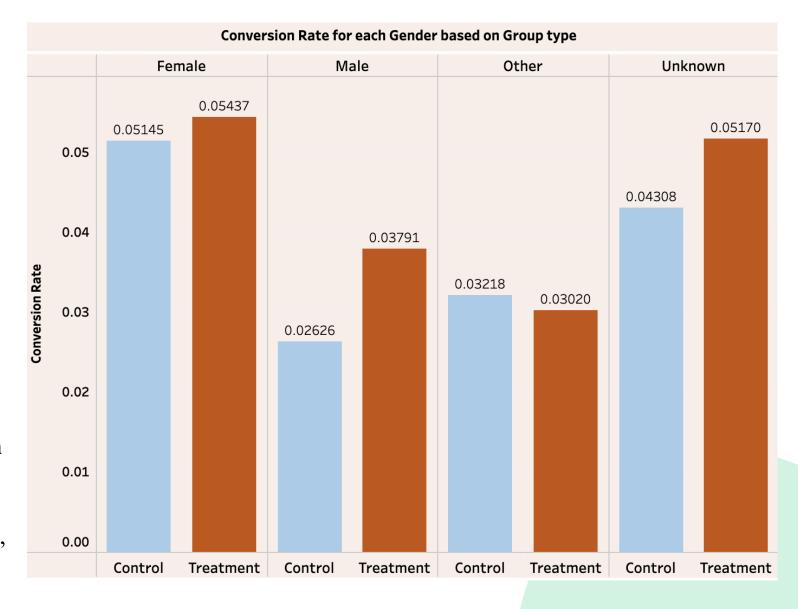
## The impact of the landing banner on Gender



By analyzing the dataset and conducting hypothesis tests, we discovered that there is a statistically significant difference in conversion rates between the control and treatment groups for "males".

However, the impact of landing the banner on conversion rates is not significant for "females" and the "other" gender category.

This highlights the importance of considering gender as a factor when evaluating the effectiveness of the food and drink banner.



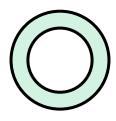


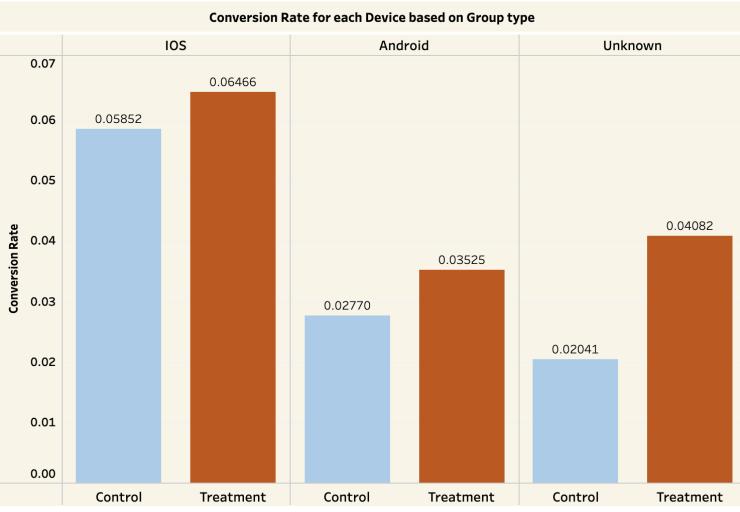
## The Impact of Landing Banner on Different Devices

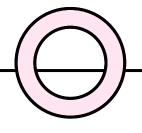
Our analysis reveals that the presence of a landing banner has no significant impact on the conversion rate of users using iOS devices, suggesting that the banner may not influence their decision-making process significantly.

However, for users on Android devices, we observe a notable and statistically significant difference in conversion rates between the control and treatment groups.

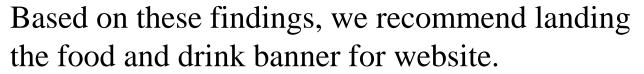












The analysis showed higher conversion rates overall and significant impact on specific segments such as males, users from Germany and Mexico, and those using Android devices.

For countries with no significant difference and iOS device users, alternative strategies may be considered.

Visit the dashboard in Tableau to observe the plots

