Case Study: Amazon A/B Test on Website Redesign (Dataset Attached)

Scenario:
Amazon tested two versions of its homepage (A & B) to see which one leads to higher purchase conversion.

Tasks:

1. Analyze conversion rates from groups A (control) and B (treatment)

2. Formulate hypotheses:

   o H_0: No difference in conversion rate

   o H_1: A significant difference exists

3. Conduct a two-sample t-test in Excel

4. Interpret p-values and decision

Learning Outcome:

- Use hypothesis testing for business decisions

- Interpret statistical results using Excel