Analysis of A/B Test Results
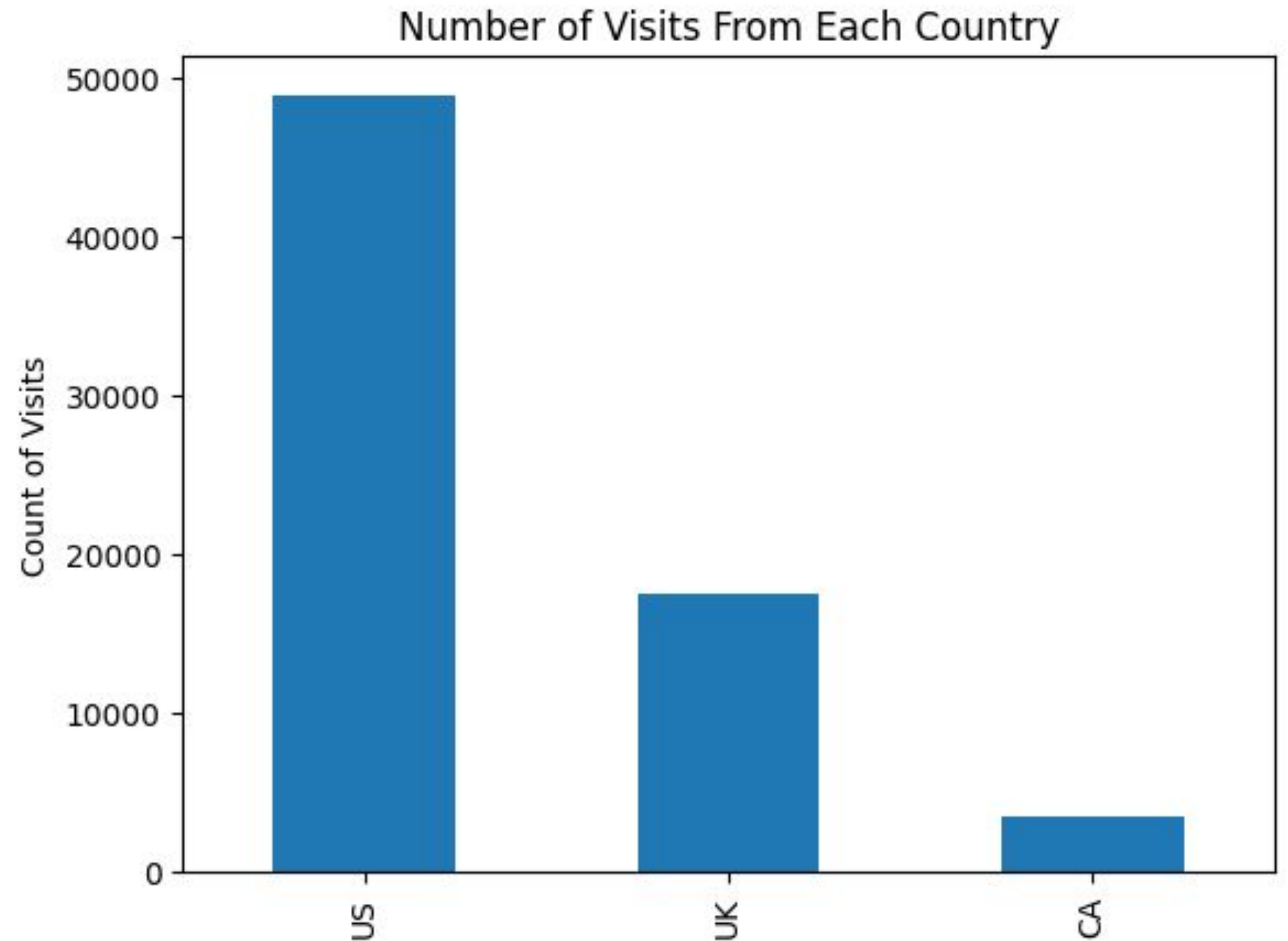
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Agenda

Findings of A/B test analysis

- Experiment Setup
- Conversion Rates
- Experiment Results
- Business Impact
- Recommendations

How Was the Experiment Implemented?

Total Variant Visitors: 35,211

Total Control Participants: 34,678

Number of Visits From Each Country

Conversion Rates

	U.S.	U.K.	CA
Control	10.73%	10.16%	9.45%
Treatment	15.78%	14.87%	15.40%

Executive Summary: Key finding is that the treatment effect is positive and consistent across all countries.

Experiment Results

- Treatment Conversion Rate: 15.53% (5,469/35,211)
- Control Conversion Rate: 10.53% (3,650/34,678)
- Delta in Treatment vs. Control Conversion Rate: 5%
- P-value: 0.0
- Conclusion:
  - The p-value is zero, indicating the probability of observing this difference by chance alone is infinitesimally small. This is a clear, statistically significant result.

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Business Impact

Expected Impact: +50 conversions per 1,000 users

Benefits: 47.6% relative increase in conversions, consistent across all markets, clear positive ROI potential

Considerations: Evaluate implementation costs, monitor long-term effects, plan rollout strategy

Recommendations

1. Implement the treatment
2. Rollout gradually to monitor for any unexpected effects
3. Track conversion rates to validate results
4. Consider A/B testing other elements to compound improvements
5. Document learnings for future experiments

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