

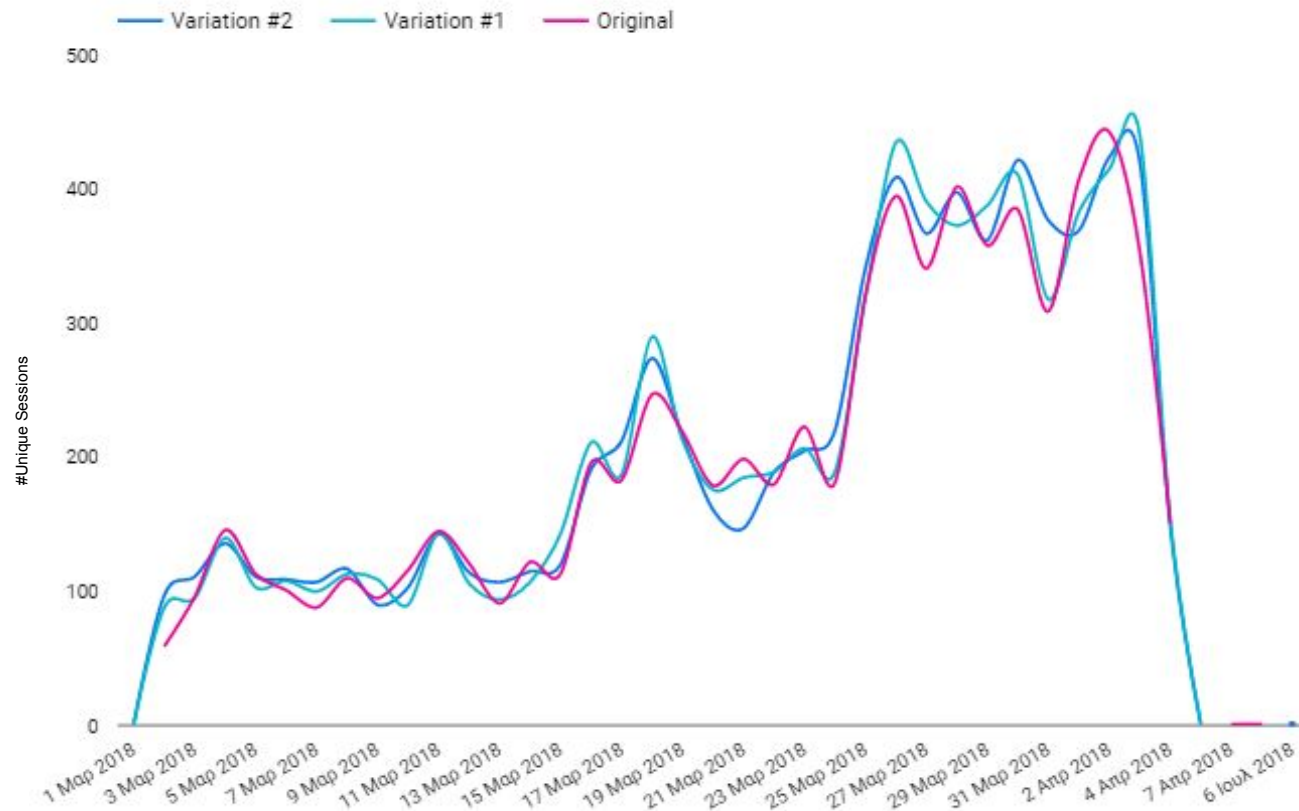


Product Data Analyst - Test Case

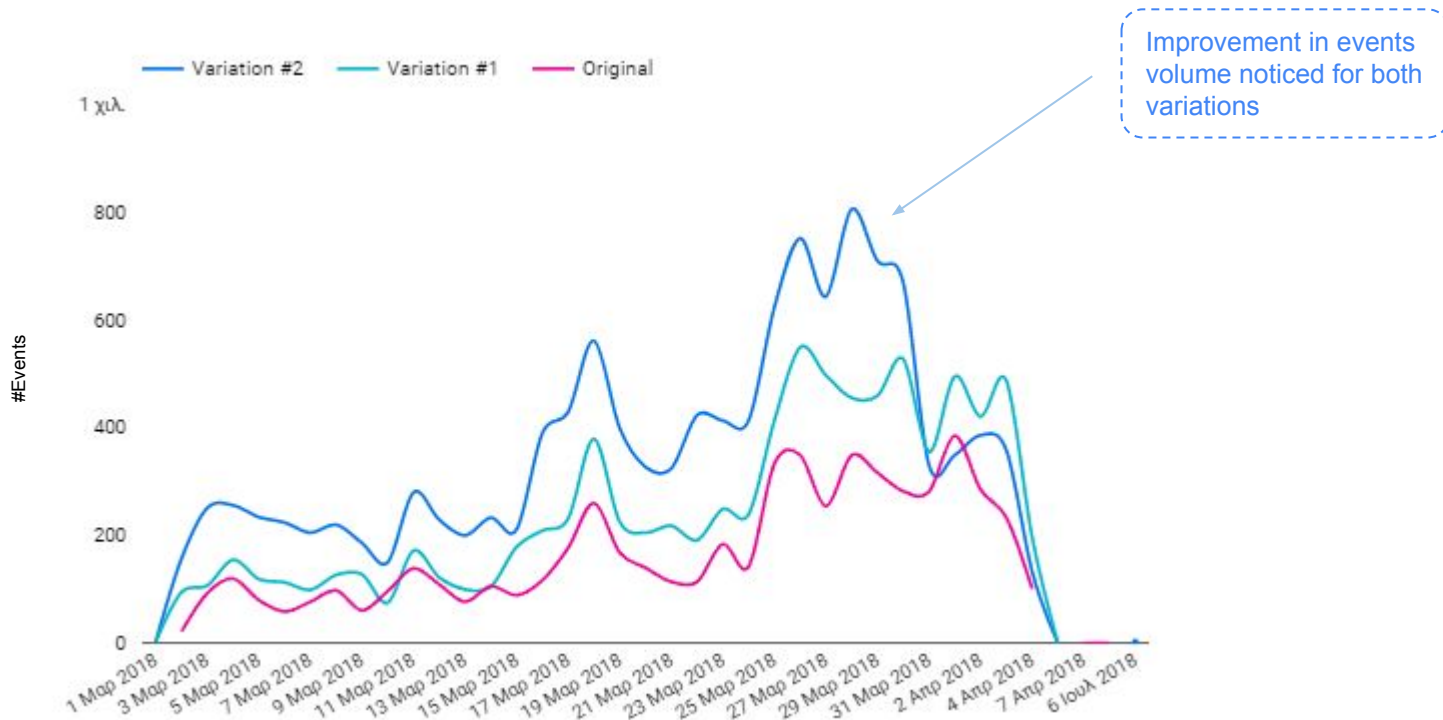
Name: Sofia Pagoni

High Level Evaluation of the Experiment

Each variation faces similar volume of sessions during the experiment, ensuring the reliability of the results
Traffic increases respectively across variations overtime



Variation #2 brings significantly more events comparing to the rest of the variations



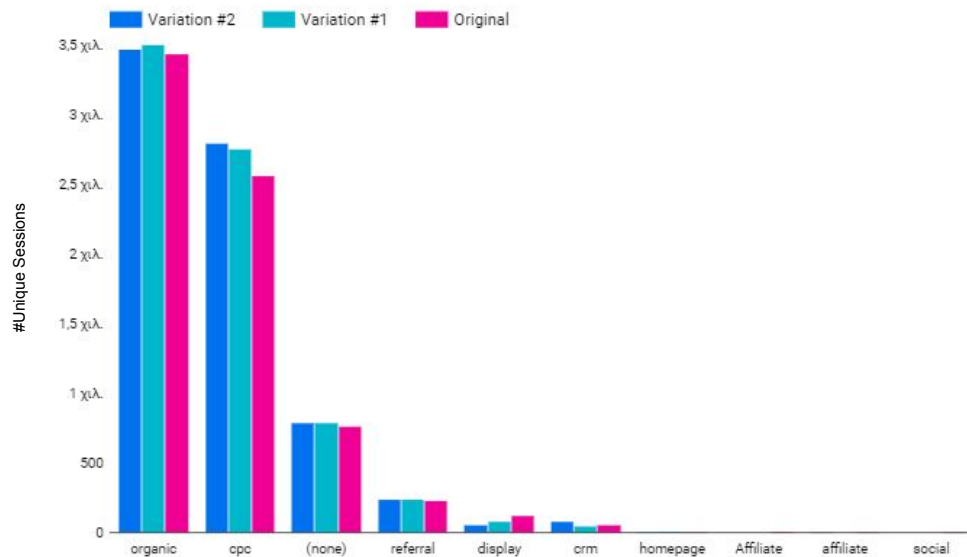
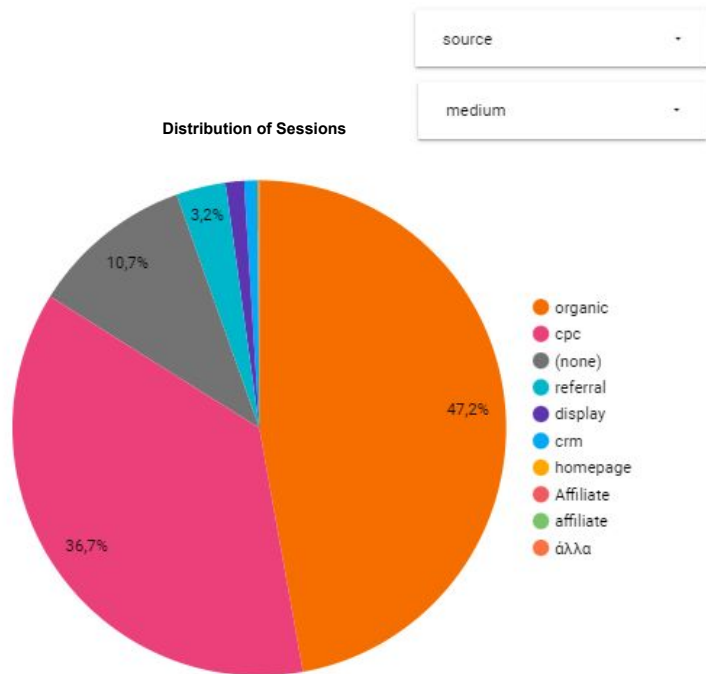
However, Variation #2 leads to the highest number of “closed” actions

Regarding “checkout” - the most important experiment metric - the two variations have similar results, even when compared to the original one

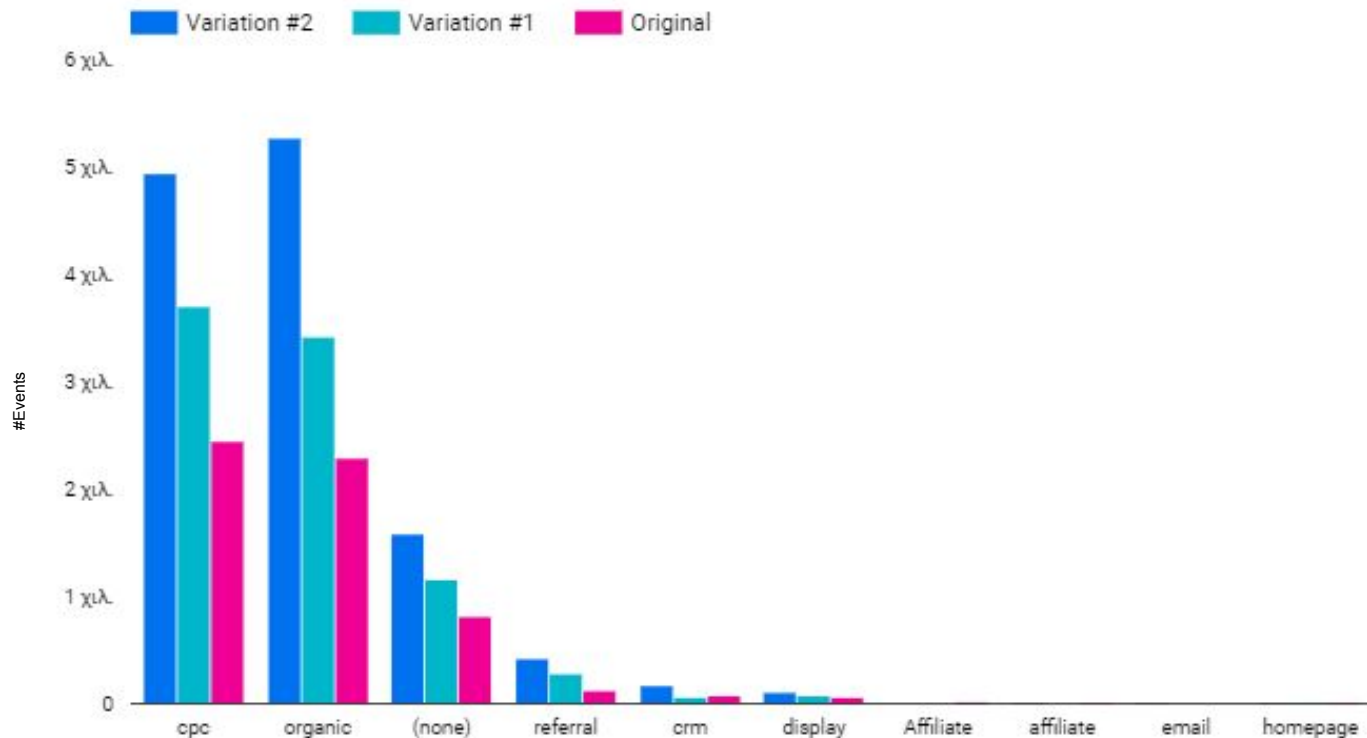


Sources & Media Performance Assessment

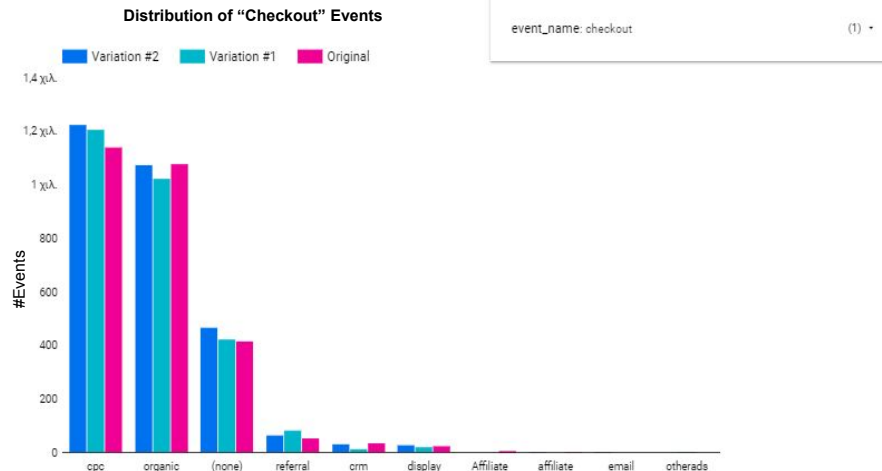
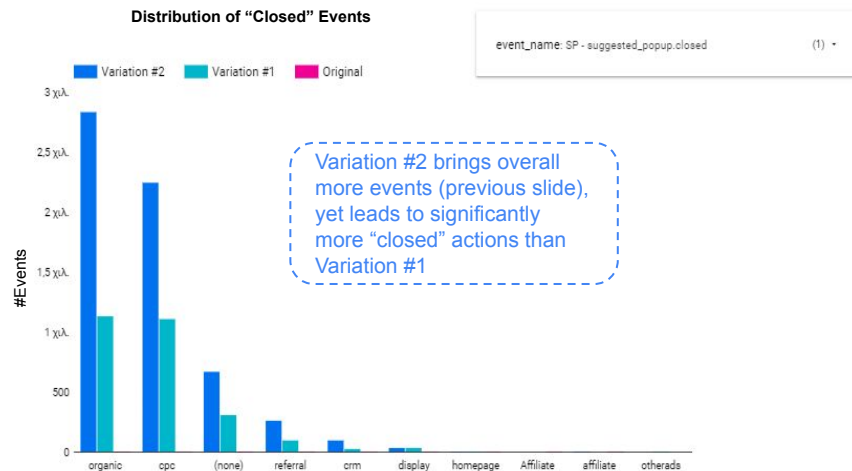
Majority of sessions is coming through “Google” source (cpc and organic), followed by “Direct”
Variation #1 with the heaviest traffic in Organic (the top medium) compared to both Variation #2 and Original



Event volume follows the same trend as #sessions, since most of them emerge from customers coming via Google and Direct source



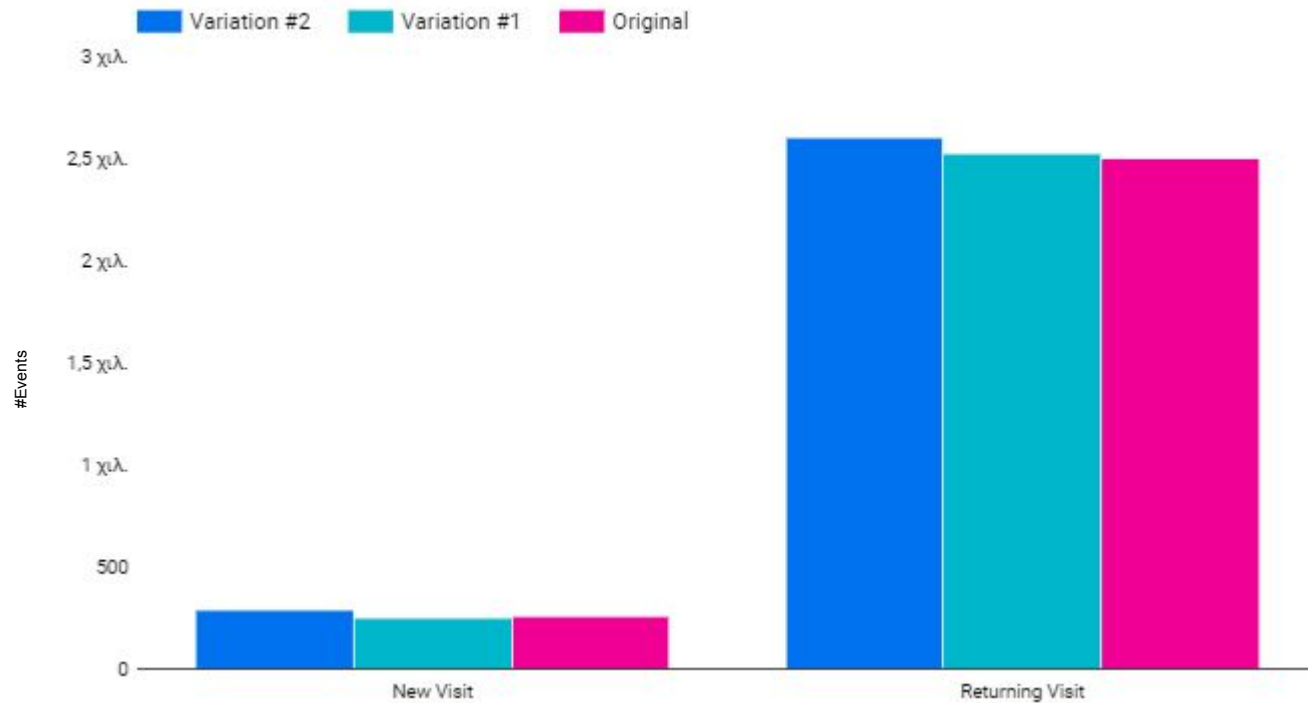
Popup Closed: Variation #1 performs consistently better than Variation #2 across all media
Checkout: Similar level of performance for both Variations and Original



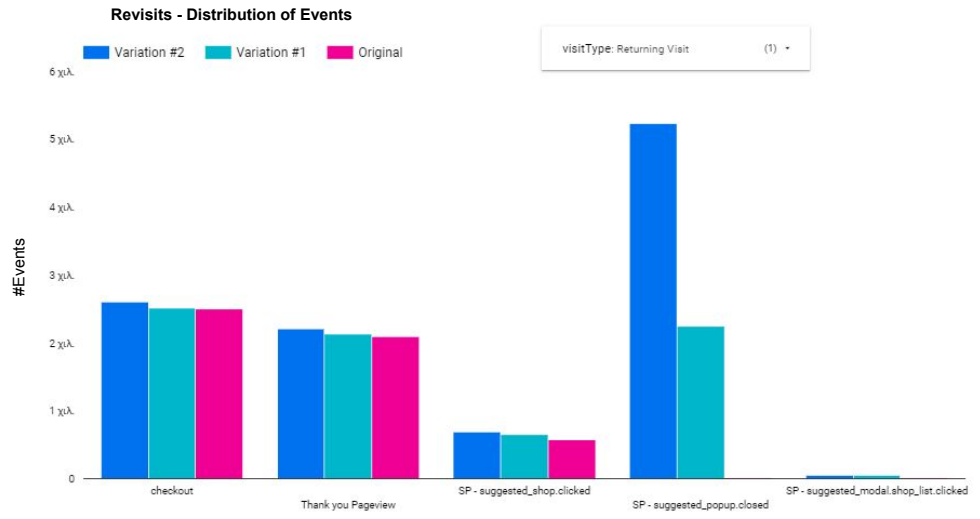
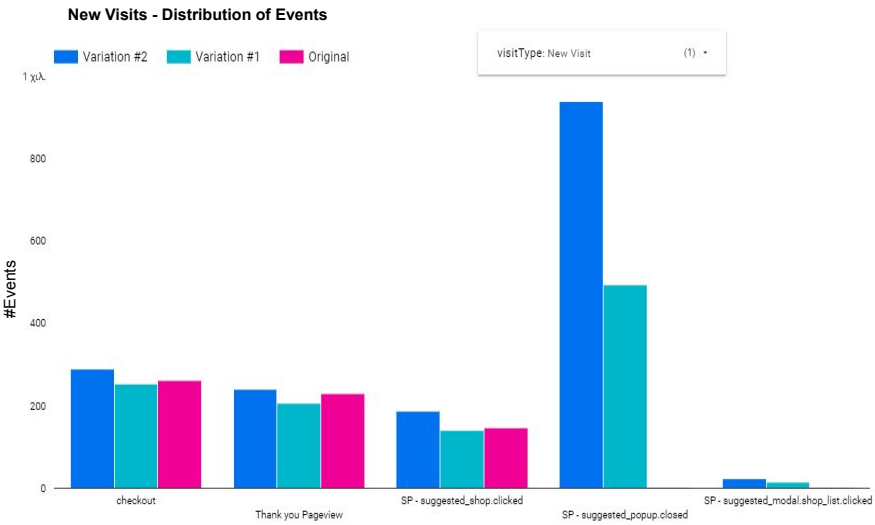
Overview of Variations per Visit Type

Variation #2 with more events for both New Visitors and Revisitors

Majority of events take place from Revisitors among Variations



Popup Closed: Variation #1 has better results than Variation #2 for both visit types
Checkout: Better performance for Variation #1 compared to Original for Revisitors



Variation #1 with slightly less checkouts (across visit types) than Variation #2

Yet, revisitors' checkouts for Variation #1 face higher growth (x10 times) compared to Variation #2 (x9 times)

Event Name	New Visits (#Events)		
	Original	Variation #1	Variation #2
checkout	261	253	289
SP - suggested_modal.shop_list.clicked	0	15	23
SP - suggested_popup.closed	0	493	939
SP - suggested_shop.clicked	146	140	188
Thank you Pageview	230	207	240

Revisits (#Events)		
Original	Variation #1	Variation #2
2.497	2.520	2.603
0	48	54
0	2.243	5.238
580	646	691
2.097	2.134	2.211

Delta (Revisits vs NewVisits)		
Original	Variation #1	Variation #2
10	10	9
0	3	2
0	5	6
4	5	4
9	10	9

Recommendation

Main findings

- Variation #2 leads to more events than Variation #1
- Majority of events for Variation #2 is driven by “Closed” actions
- Variation #1 faces similar number of checkouts to Variation #2
- Variation #1 has a consistent performance across sources / media with the highest traffic and event volume (google cpc, google organic, direct)

Which Variation should be chosen?



Variation #1

Thank you!

Appendix

Focusing on a sample consisting of top sessions leads to higher average number of event per session

Depending on the analysis, needs we should focus on the respective sample

