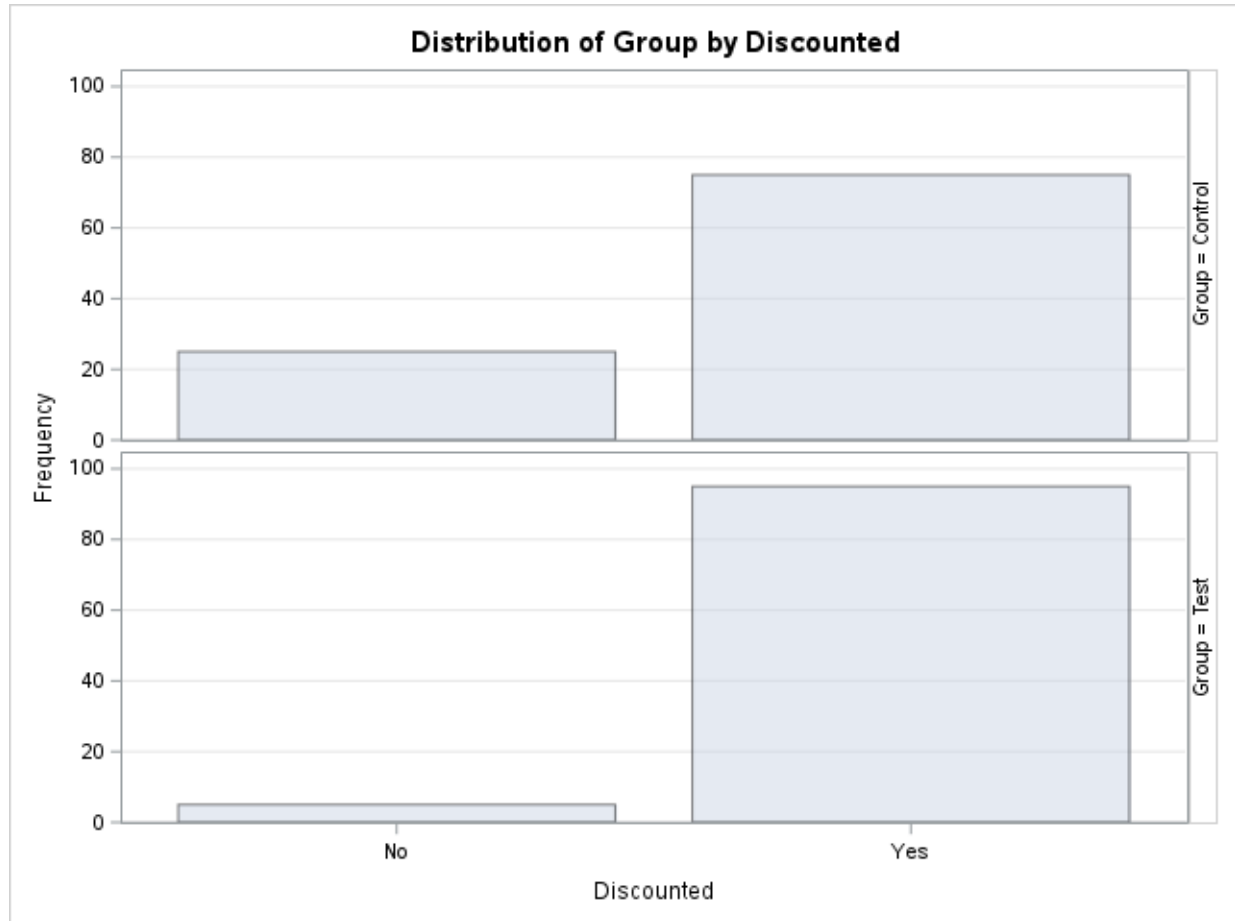


# A/B Testing for 'Meal Deal for 2' at Control and Test Prices

## The FREQ Procedure

Frequency Percent Row Pct Col Pct	Table of Group by Discounted		
	Discounted		
Group	No	Yes	Total
Control	25	75	100
	12.50	37.50	50.00
	25.00	75.00	
	83.33	44.12	
Test	5	95	100
	2.50	47.50	50.00
	5.00	95.00	
	16.67	55.88	
Total	30	170	200
	15.00	85.00	100.00



Statistics for Table of Group by Discounted

Statistic	DF	Value	Prob
Chi-Square	1	15.6863	<.0001
Likelihood Ratio Chi-Square	1	16.9136	<.0001
Continuity Adj. Chi-Square	1	14.1569	0.0002
Mantel-Haenszel Chi-Square	1	15.6078	<.0001
Phi Coefficient		0.2801	
Contingency Coefficient		0.2697	
Cramer's V		0.2801	

Fisher's Exact Test	
Cell (1,1) Frequency (F)	25
Left-sided Pr <= F	1.0000
Right-sided Pr >= F	<.0001

Fisher's Exact Test	
Table Probability (P)	<.0001
Two-sided Pr <= P	0.0001

Sample Size = 200

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**A/B Testing for 'Meal Deal for 2' at Control and Test Prices**

Group	TotalRevenue
Control	\$1,125.00
Test	\$1,197.00

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**A/B Testing for 'Meal Deal for 2' at Control and Test Prices**

KPI	Value
Purchase Rate Change (%)	20
Revenue Change (%)	6.4