

A/B Testing for 18" Large Cheese Pizza at Regular and Increased Prices

The FREQ Procedure

Frequency Percent Row Pct Col Pct	Table of Group by Purchased		
	Group	Purchased	
		No	Yes
Increase		33	217
		6.60	43.40
		13.20	86.80
		52.38	49.66
Regular		30	220
		6.00	44.00
		12.00	88.00
		47.62	50.34
Total		63	437
		12.60	87.40



Statistics for Table of Group by Purchased

Statistic	DF	Value	Prob
Chi-Square	1	0.1635	0.6860
Likelihood Ratio Chi-Square	1	0.1635	0.6859
Continuity Adj. Chi-Square	1	0.0726	0.7875
Mantel-Haenszel Chi-Square	1	0.1631	0.6863
Phi Coefficient		0.0181	
Contingency Coefficient		0.0181	
Cramer's V		0.0181	

Fisher's Exact Test	
Cell (1,1) Frequency (F)	33
Left-sided Pr <= F	0.7049
Right-sided Pr >= F	0.3939

Fisher's Exact Test	
Table Probability (P)	0.0988
Two-sided Pr <= P	0.7877

Sample Size = 500

A/B Testing for 18" Large Cheese Pizza at Regular and Increased Prices

Group	TotalRevenue
Increase	\$5,989.20
Regular	\$5,313.00

A/B Testing for 18" Large Cheese Pizza at Regular and Increased Prices

KPI	Value
Purchase Rate Change (%)	-1.2
Revenue Change (%)	12.72727