

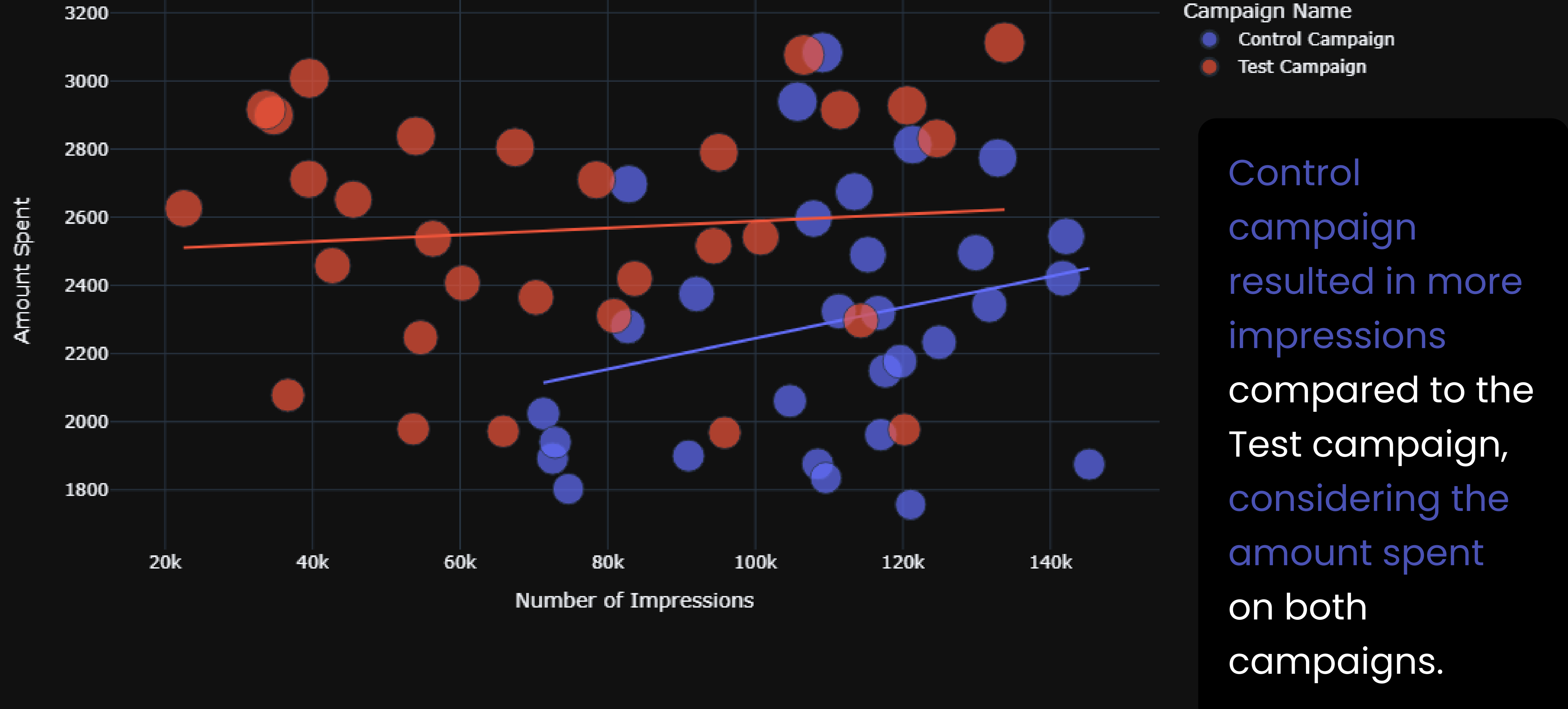
A/B Testing Analysis

Pandas

Plotly

Report

Impressions

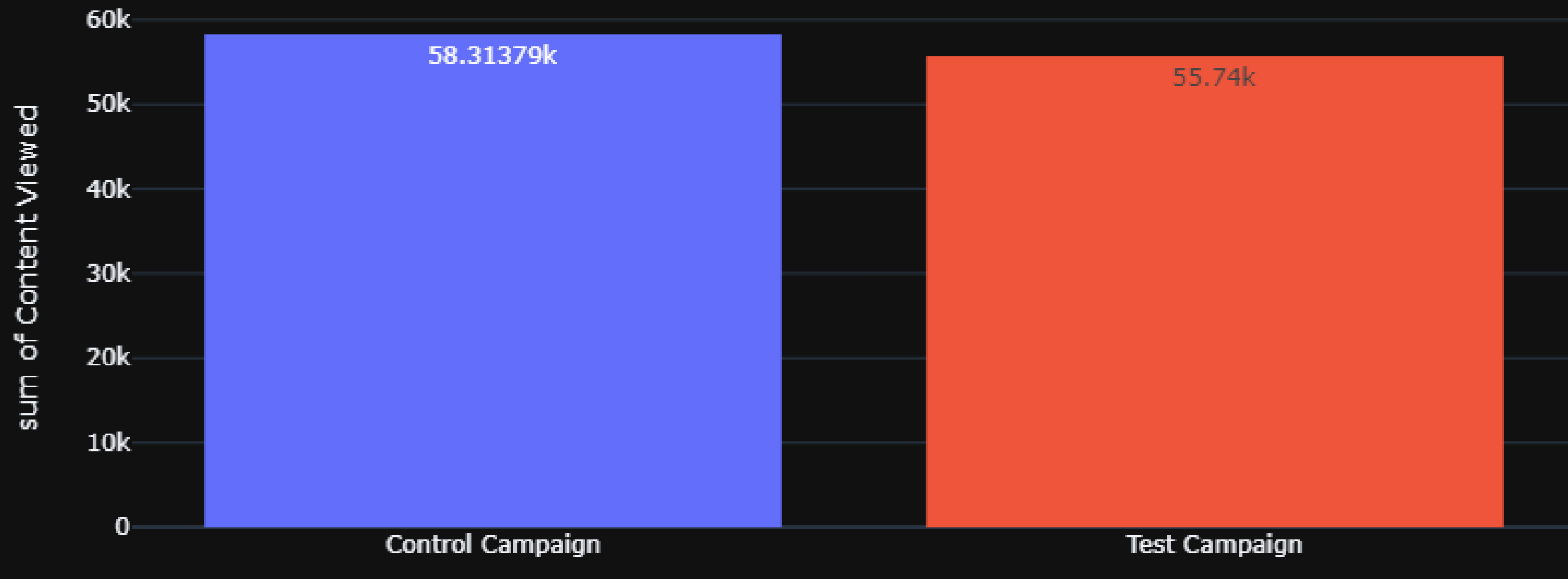
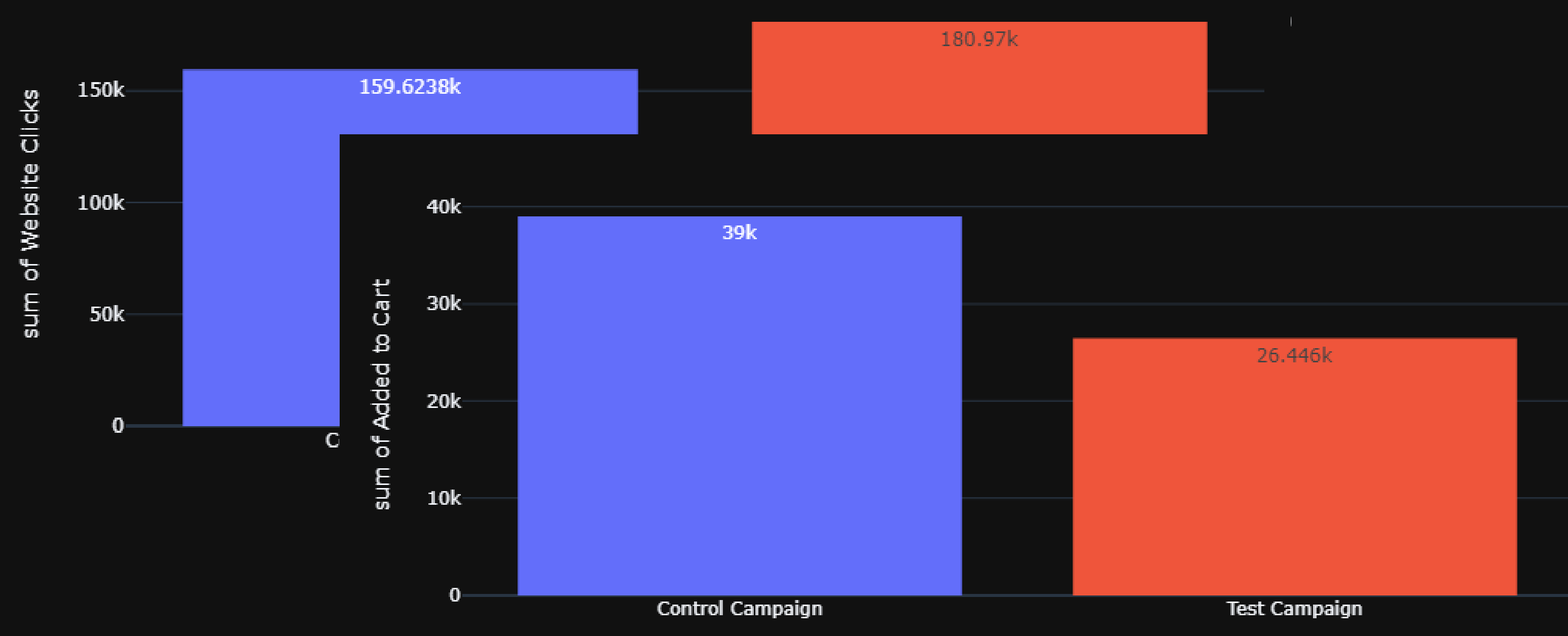


Versus

Website Searches, Website Clicks, Added to Cart, Amount Spent, Conversion

Clicks -> Added to cart

Control campaign had 32.3% more products added to the cart despite having fewer website clicks than the Test campaign.

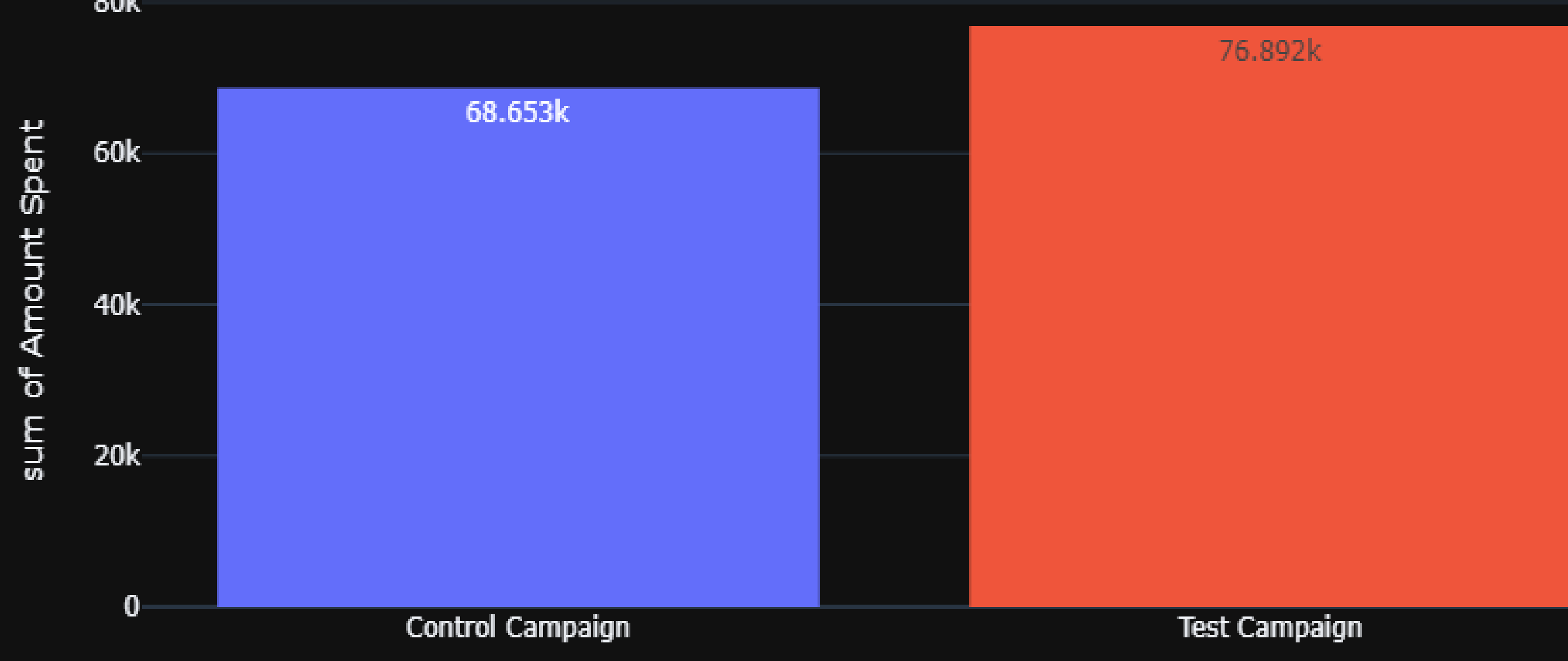


Engagement

Control campaign had 4.5% higher engagement on the website compared to the Test campaign.

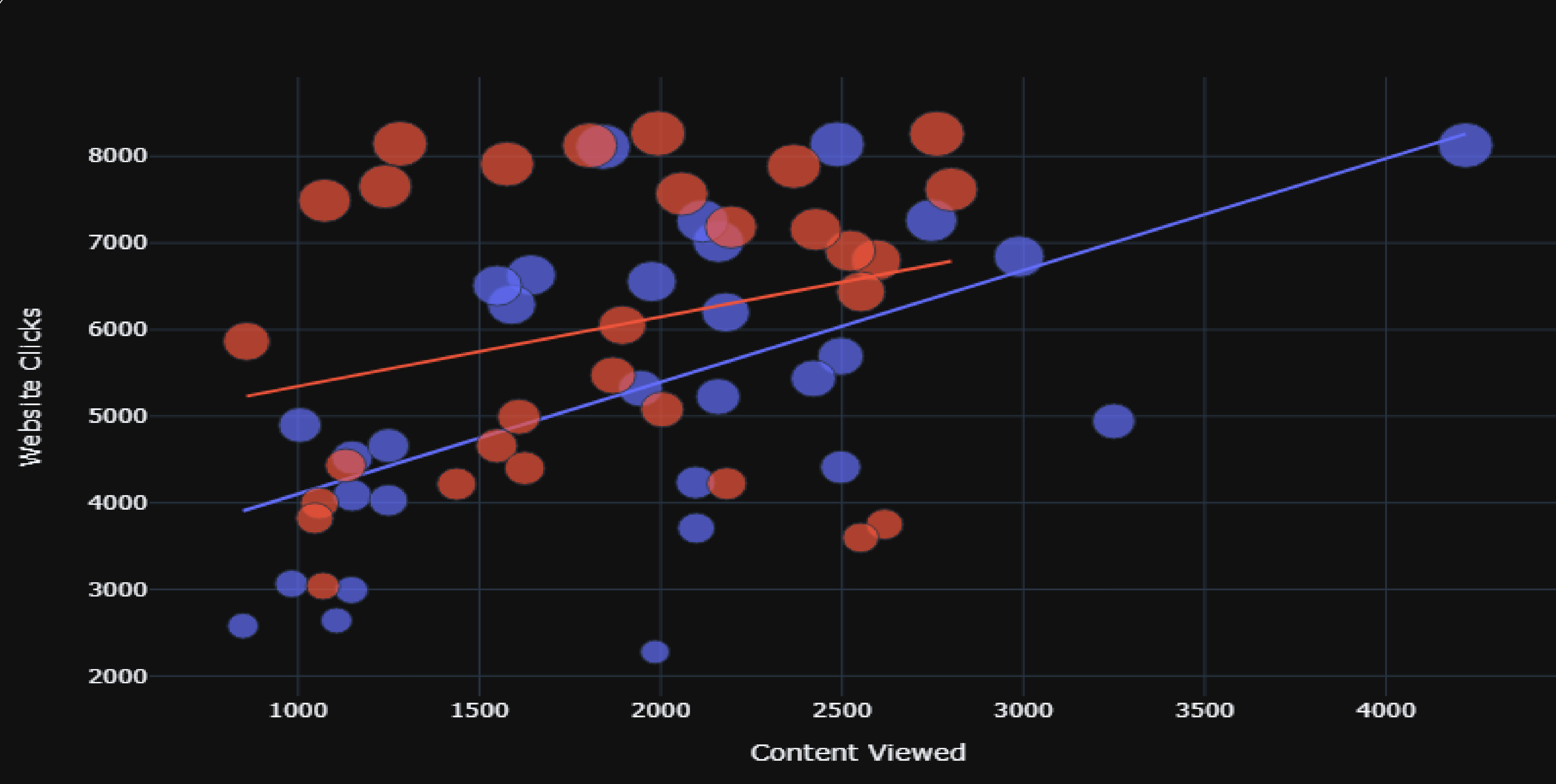
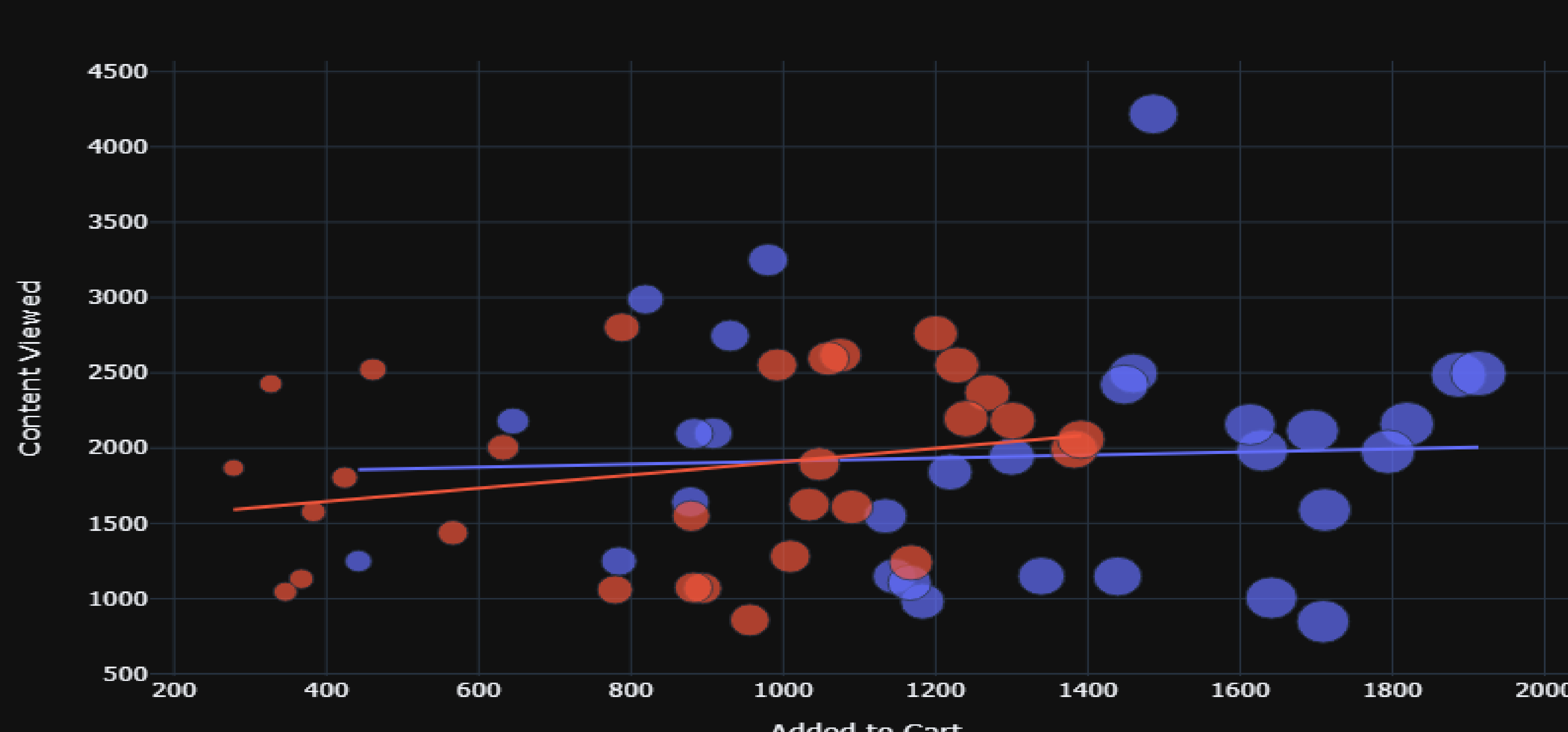
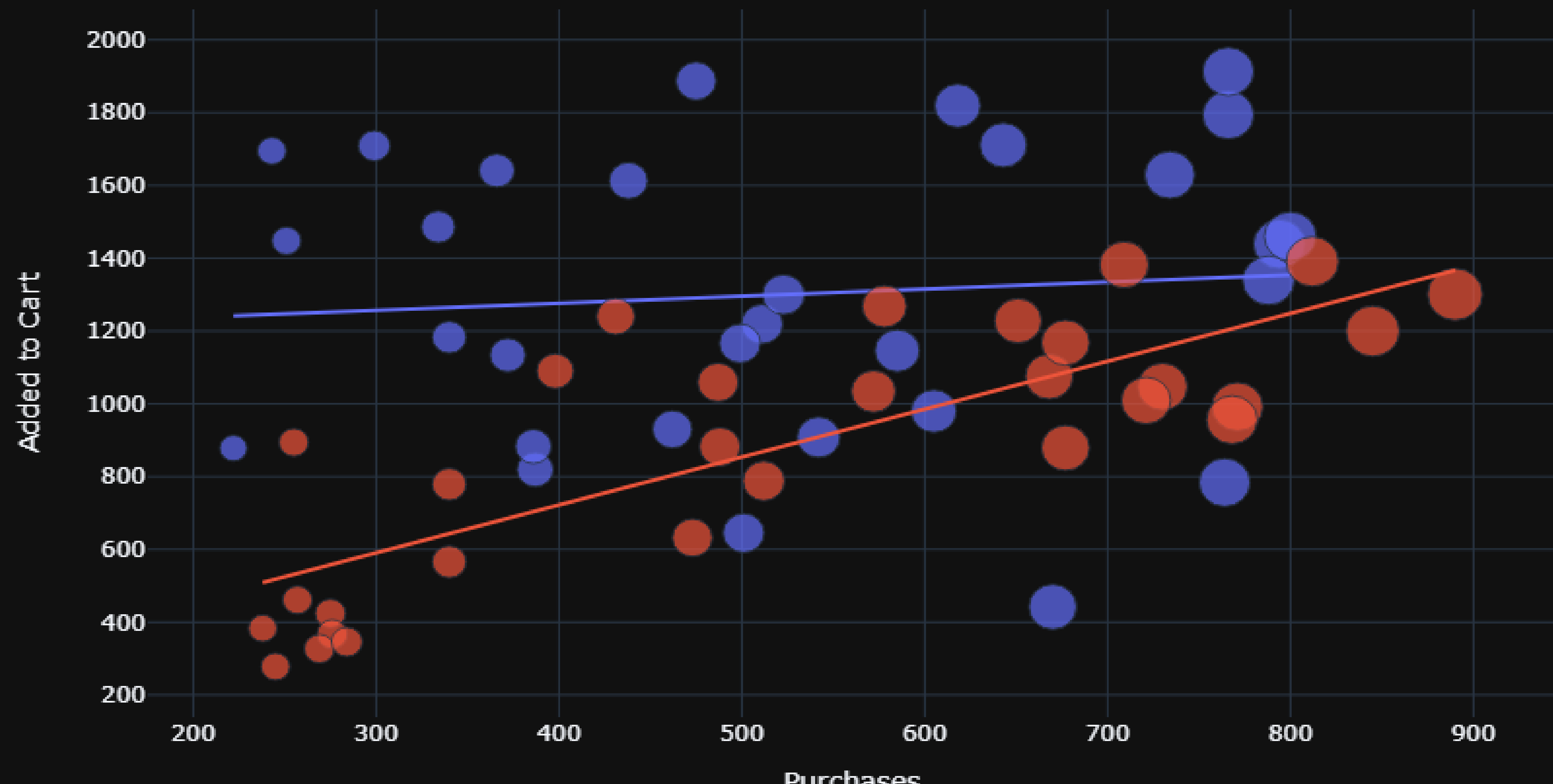
Amount Spent

The Control campaign was more cost-efficient, spending 11.1% less than the Test campaign while generating slightly higher sales, with a difference of 0.32%.



Sales & Conversion Rate

Although the control campaign resulted in more sales and more products in the cart, the conversation rate of the test campaign is higher.



Conclusion

Based on the analysis, it was observed that the Test campaign showed higher sales in relation to the products viewed and added to the cart, while the Control campaign generated more sales overall. As a result, it is recommended to utilize the Test campaign for targeted marketing of specific products to a particular audience, while the Control campaign can be utilized for broader marketing of multiple products to a wider audience.