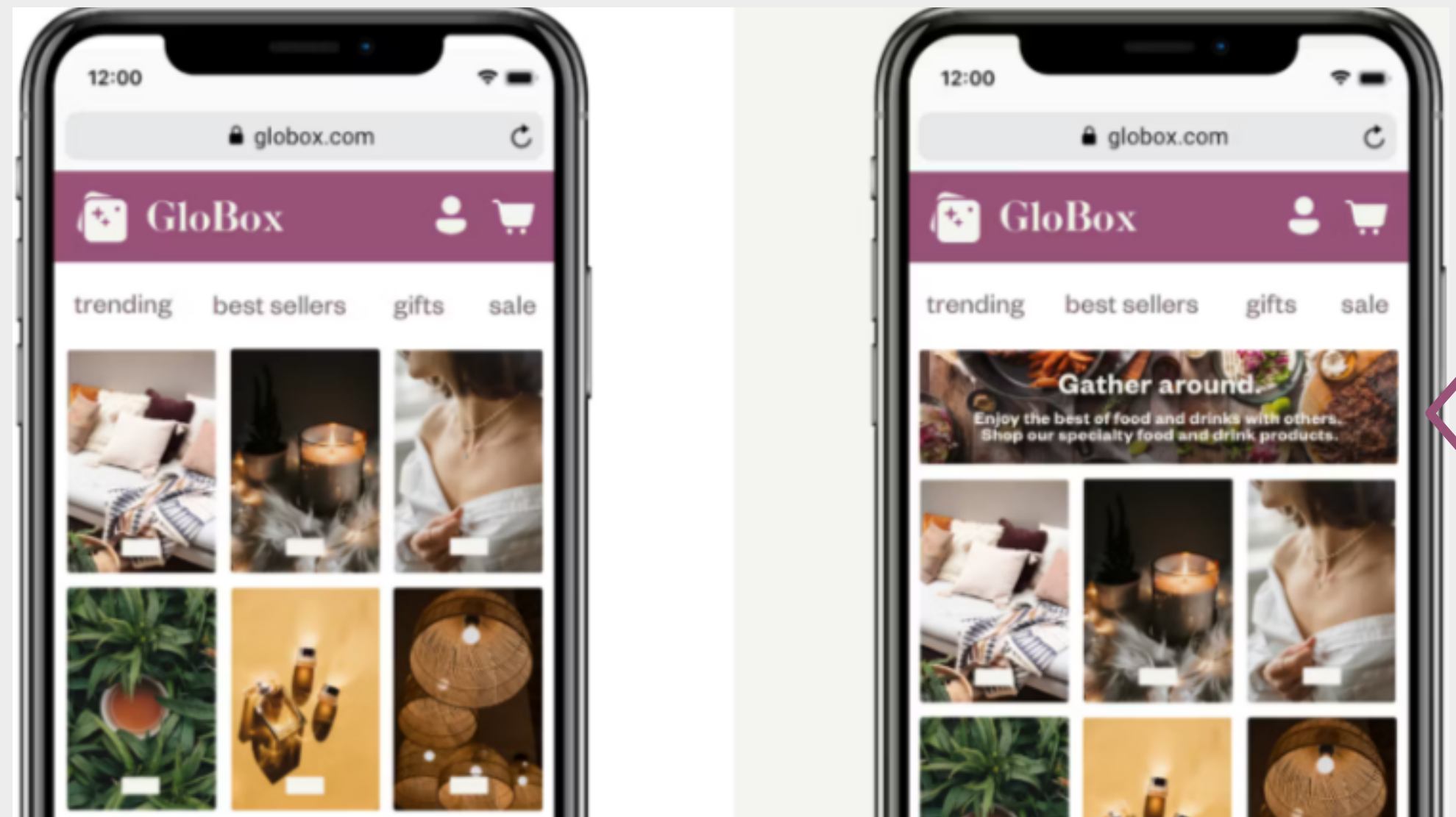




Launch the Banner or NOT?

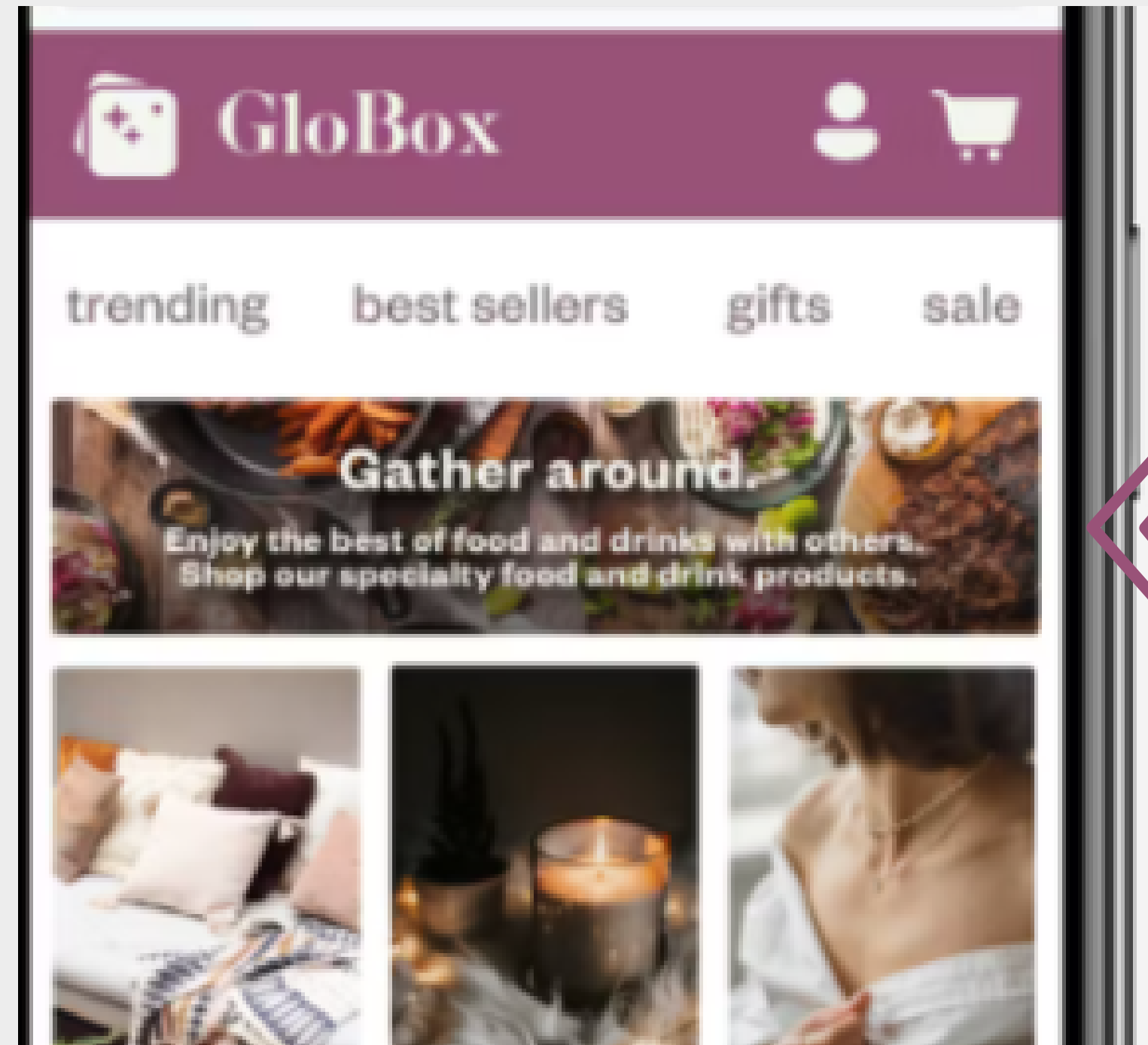


Muhammad Tareq Mahmud



Whats Being Tested?

The **effectiveness** of highlighting key products in the **food and drink category** on GloBox's website as a **banner** at the top of the page



What defines success?

The presence of the banner can significantly **influence the purchase of food and drink products**

An **increase in revenue** from the food and drink category



The size of the Experiment?

Group A: Control
existing landing page

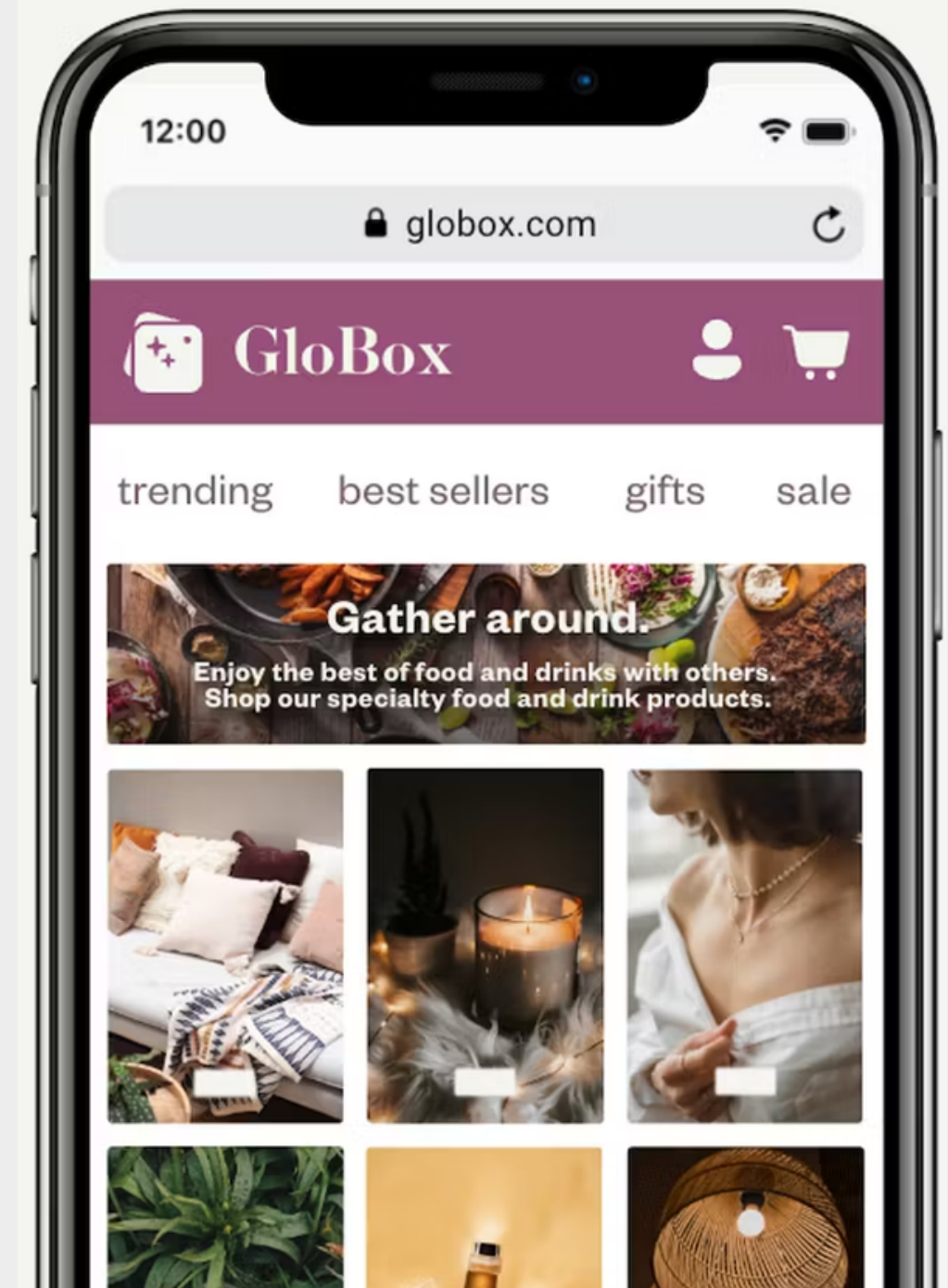


of Control
Participants
24,343

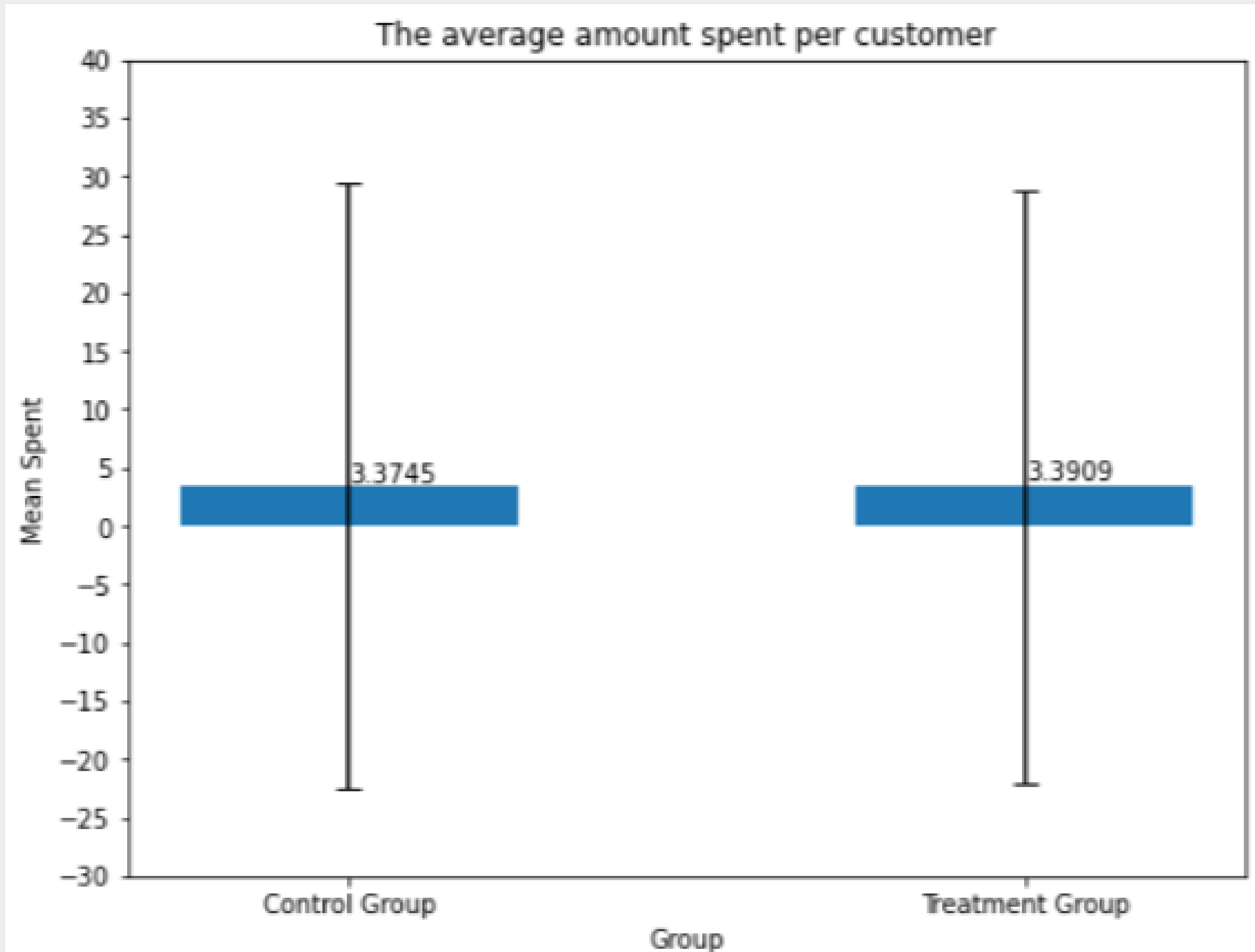
of Treatment
Participants
24,600

Total Participants
48,943

Group B: Treatment
landing page with food & drink banner



The average amount spent per customer



With the appearance of the banner, the average amount spent per user increases by **.0164** euros.

Estimation of Average User Spending

**We estimate that the average amount spent per user is
between -0.43866104473639217 to
0.4713580006502767 euro**

What should we ask ourselves?

Do we have enough evidence to launch the
banner on our website?

The Result

We have strong evidence that the banner doesn't make any significant difference as the average amount spent per user in both groups is the same.

Recommendation

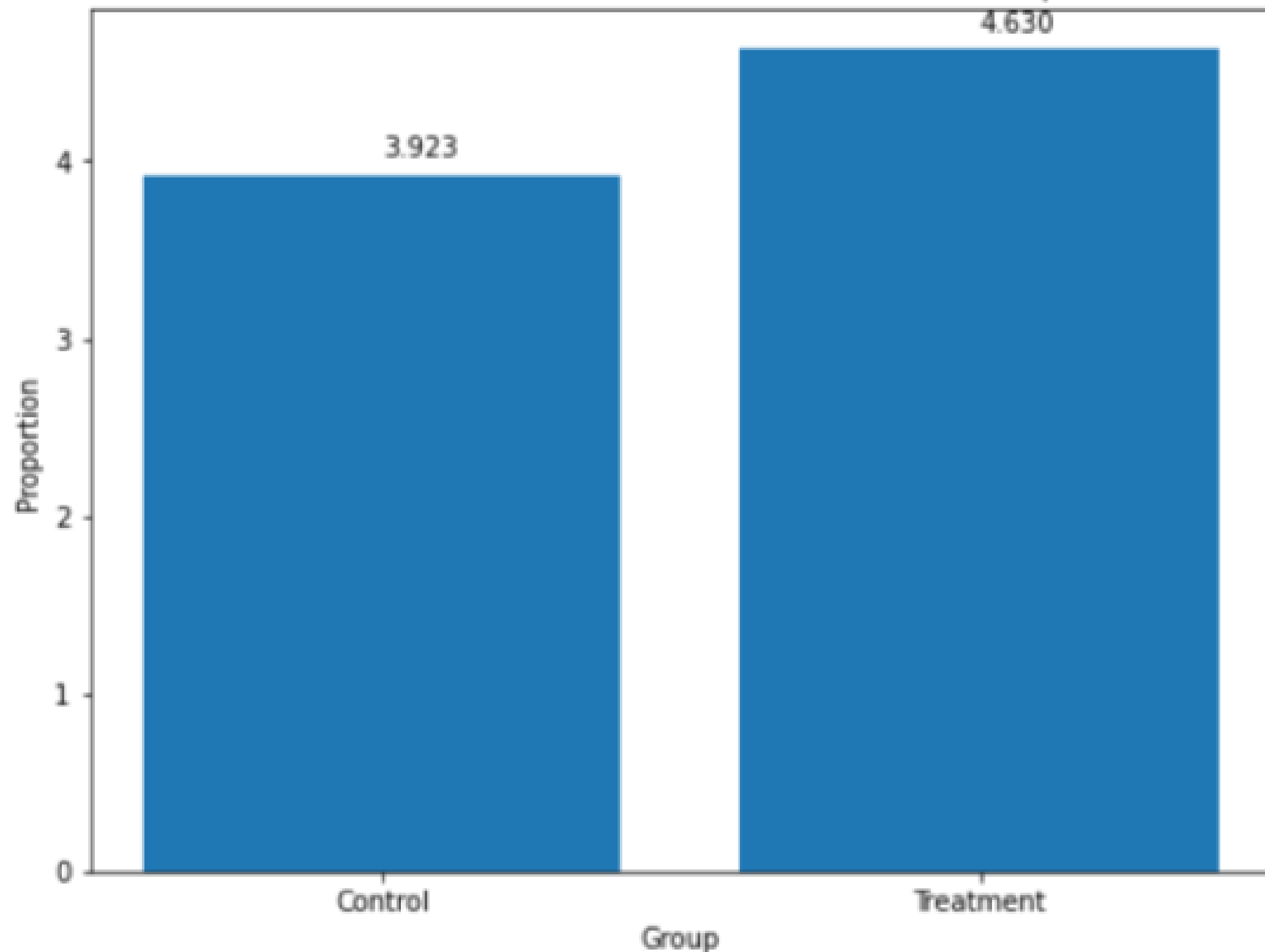
Based on the amount spent per user in each group

It is not recommended to proceed with the change.

Launch or not?

Based on Conversion Rate

Conversion Rate in Control and Treatment Groups



With the appearance of
the banner, the
conversion rate
increases by .707
percent

Estimation of conversion rate

We estimate that the conversion rate between the control and the treatment group is between 0.0034860511629807105 to 0.0106535939963596.

What should we ask ourselves?

**Do we have enough evidence to launch the
banner on our website?**

Considering the conversion rate

The Result

We have strong evidence that shows that the banner has a significant impact on the conversion rate.

Recommendation

Based on the conversion rate of users in each group

**If we want to increase our conversion rate, we can
add the banner to the website**

Final Verdict

The conversion rate is statistically significant and suggests launching the banner on the website.

However, it is not recommended to launch the banner despite the significant conversion rate.

This is because the change in the average amount spent per user is not statistically significant.

Launching the banner will not significantly increase sales. Therefore, it is suggested not to launch the banner on the website.

Alternatively, another test on a larger set of participants can be conducted.