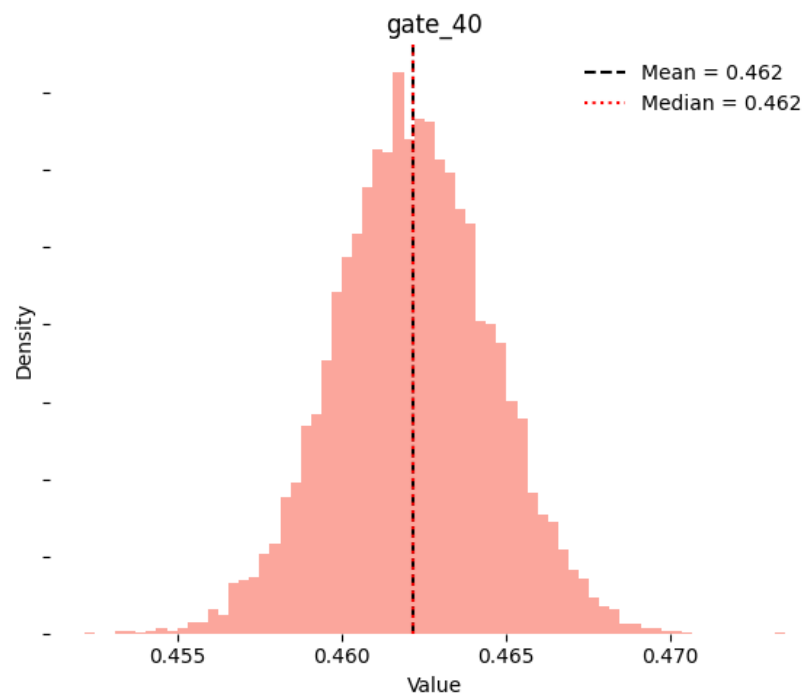
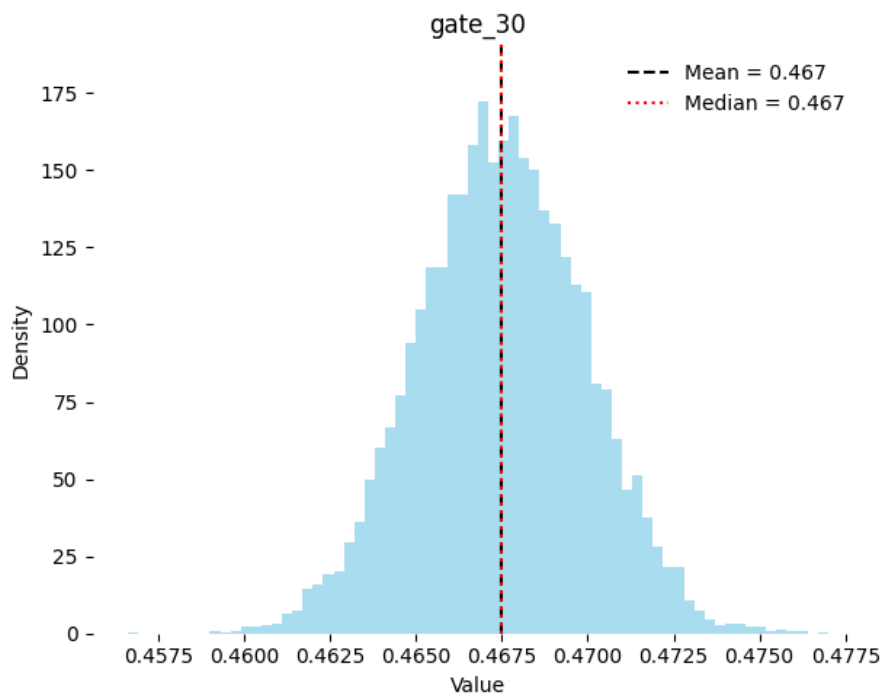


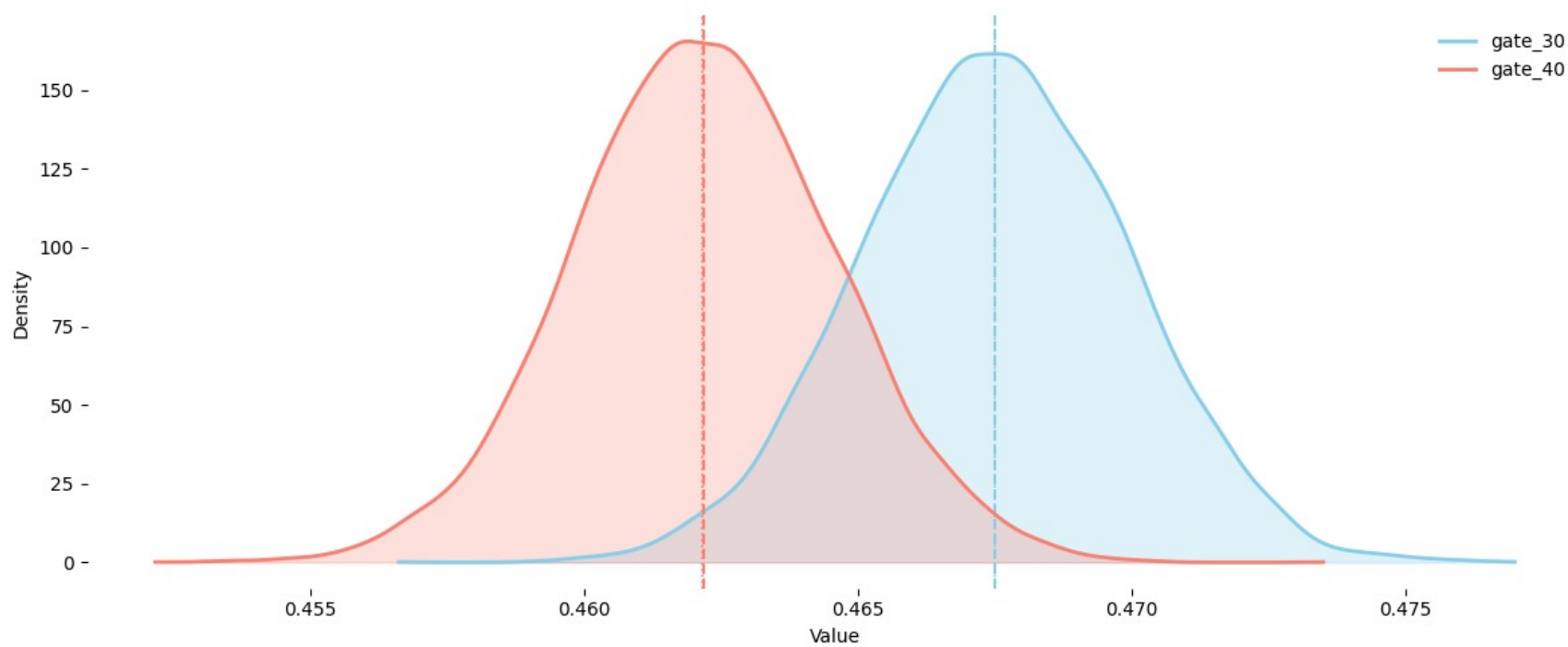
Retention Day 1

Posterior Distribution



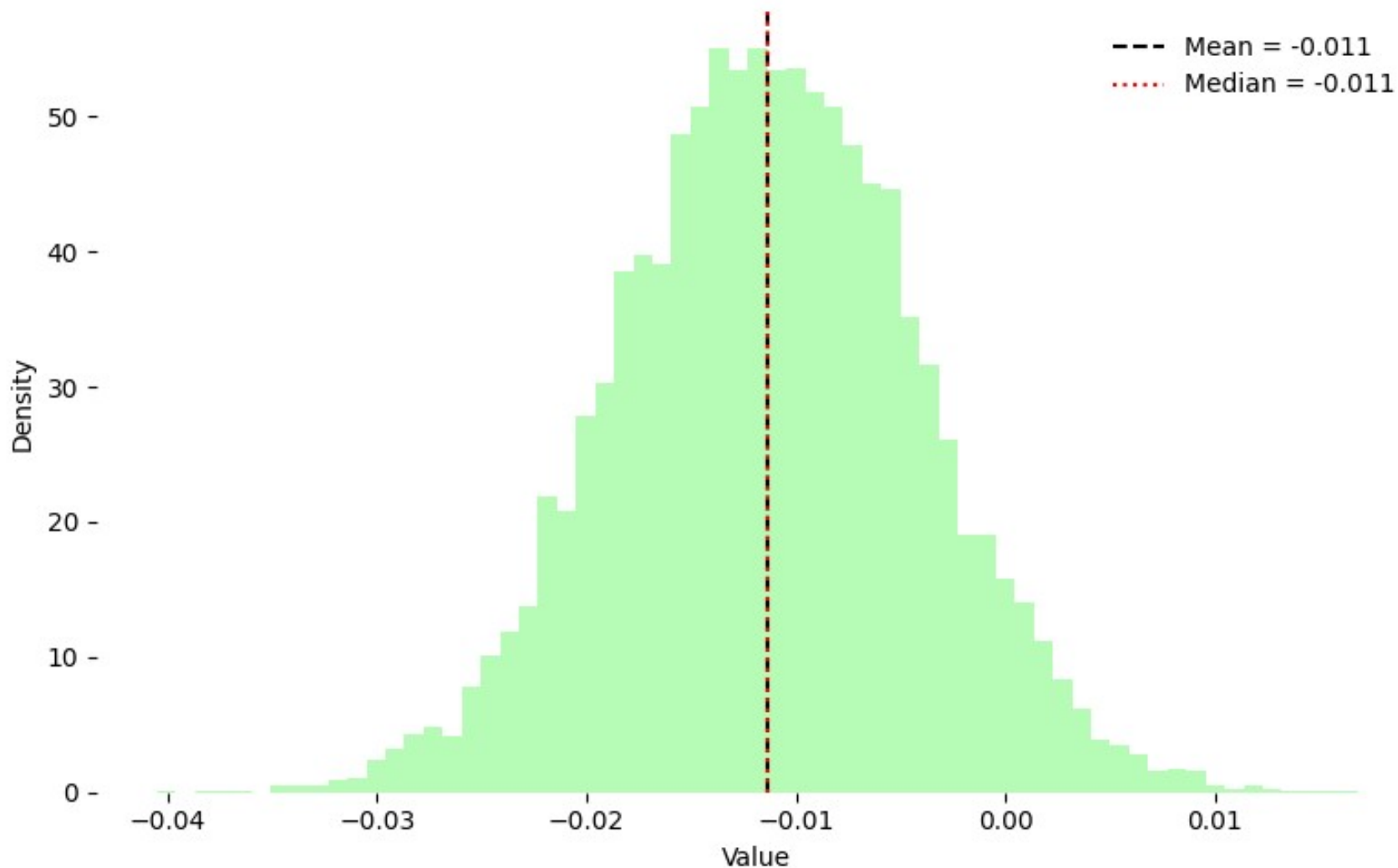
Retention Day 1

Posterior Distribution



Retention Day 1

Lift Distribution



Retention Day 1

Summary

metric	mean	std	ci_lower	ci_upper
gate_30	0.4675	0.0024	0.4627	0.4722
gate_40	0.4622	0.0024	0.4575	0.4669

metric	value
mean_lift	-0.0113
std_lift	0.0072
prob_treatment_superior	0.0593

Retention Day 1

Recommendations

No statistically significant improvement detected. Maintain current version.

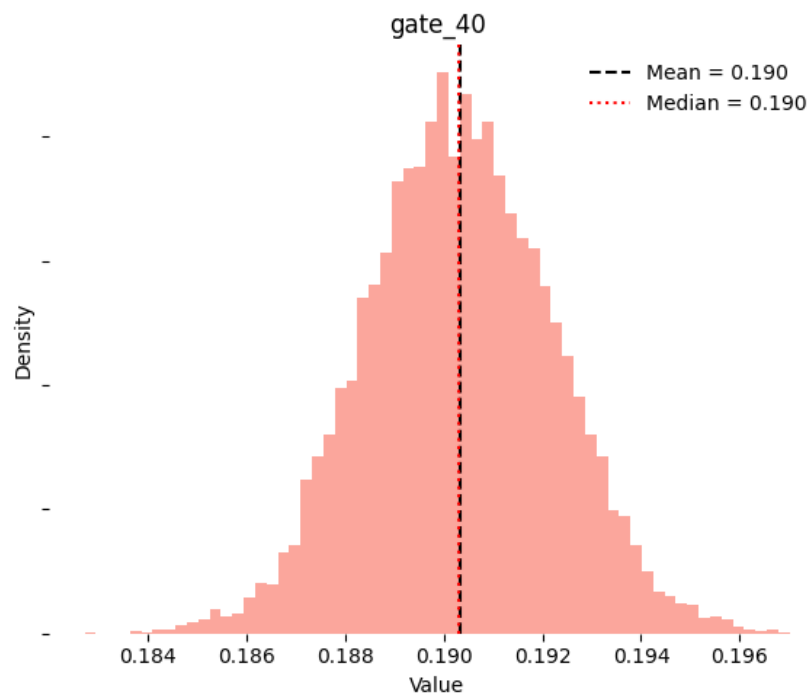
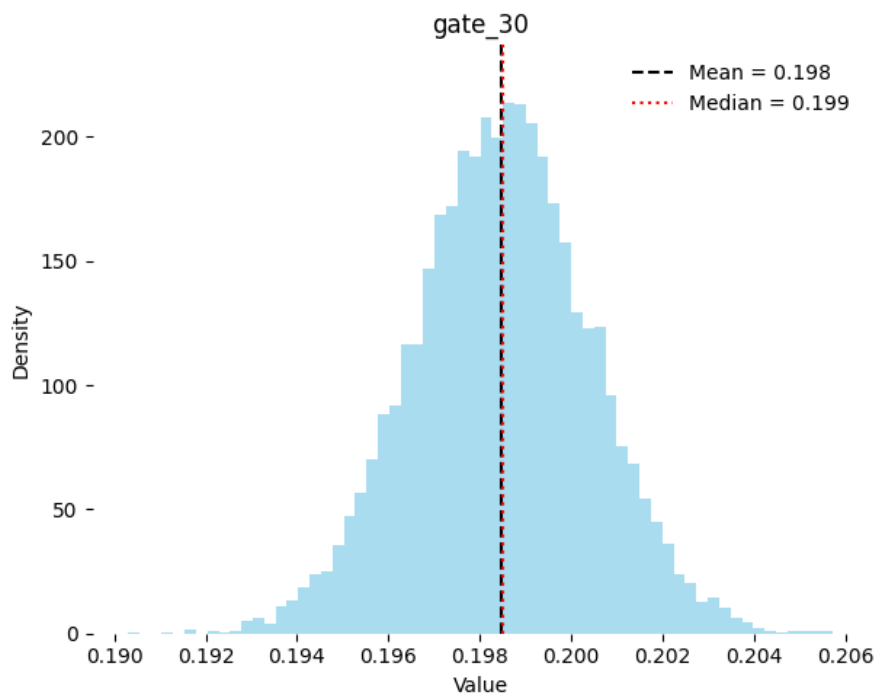
Probability that

$$\text{Prob}(\text{Treatment} > \text{Control}) = 5.93\%$$

is far below the 95% threshold.

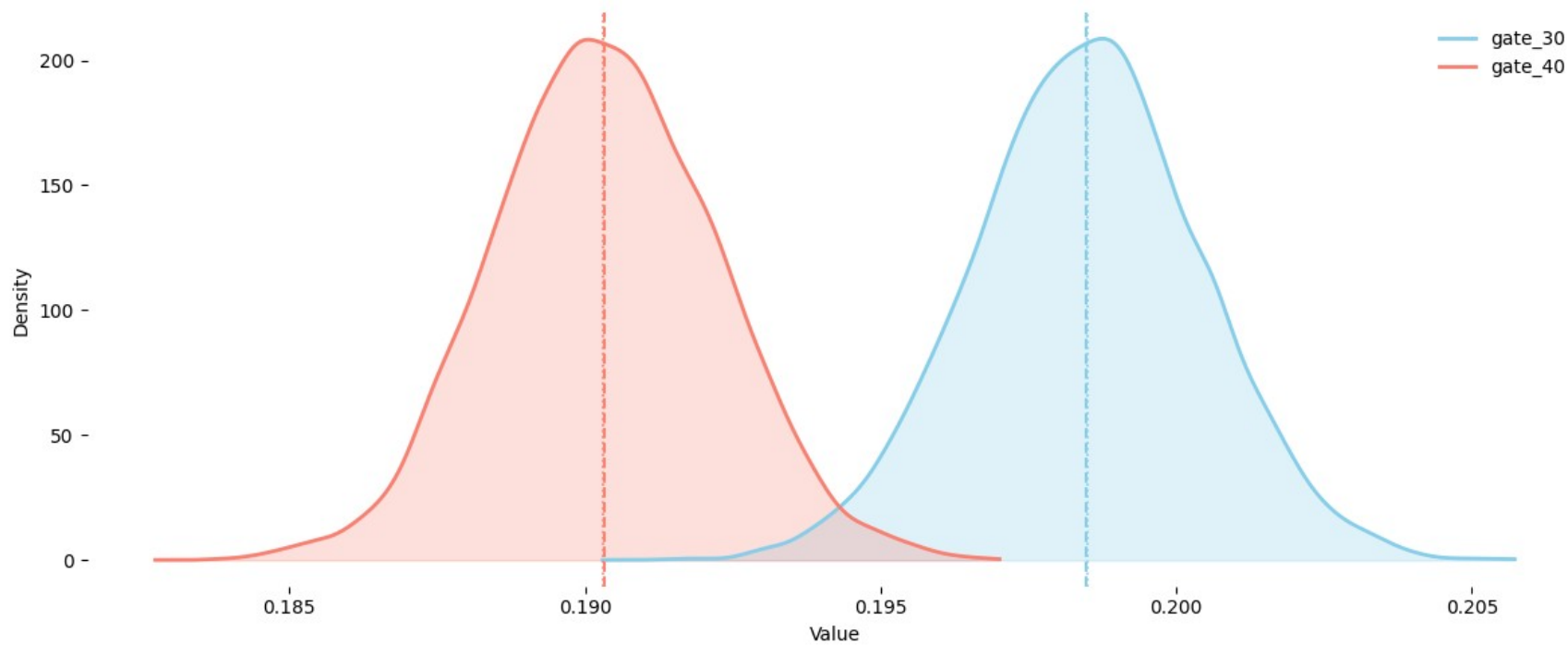
Retention Day 7

Posterior Distribution



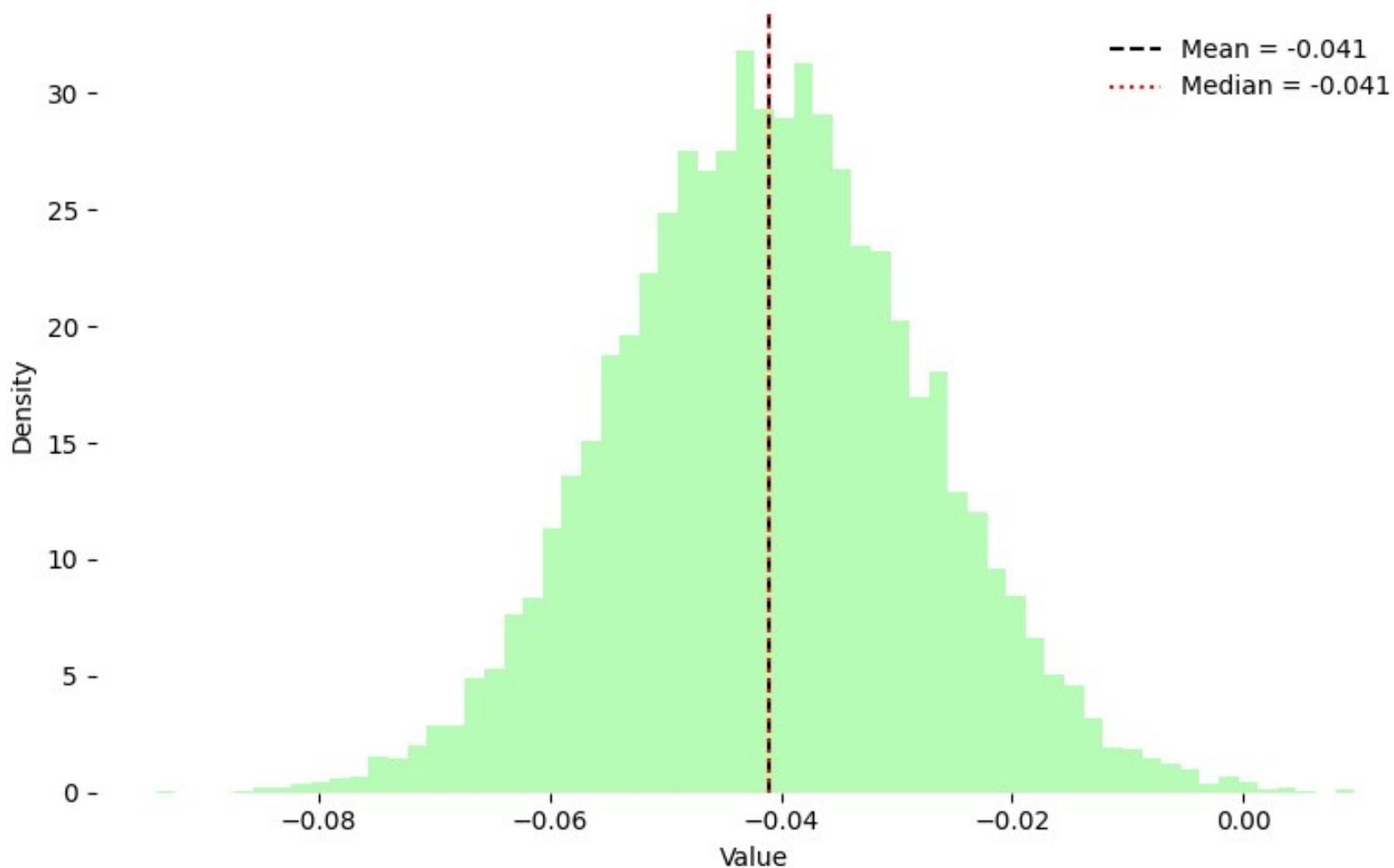
Retention Day 7

Posterior Distribution



Retention Day 7

Lift Distribution



Retention Day 7

Summary

metric	mean	std	ci_lower	ci_upper
gate_30	0.1985	0.0019	0.1947	0.2022
gate_40	0.1903	0.0019	0.1867	0.194

metric	value
mean_lift	-0.041
std_lift	0.0133
prob_treatment_superior	0.0013

Retention Day 7

Recommendations

No statistically significant improvement detected. Maintain current version.

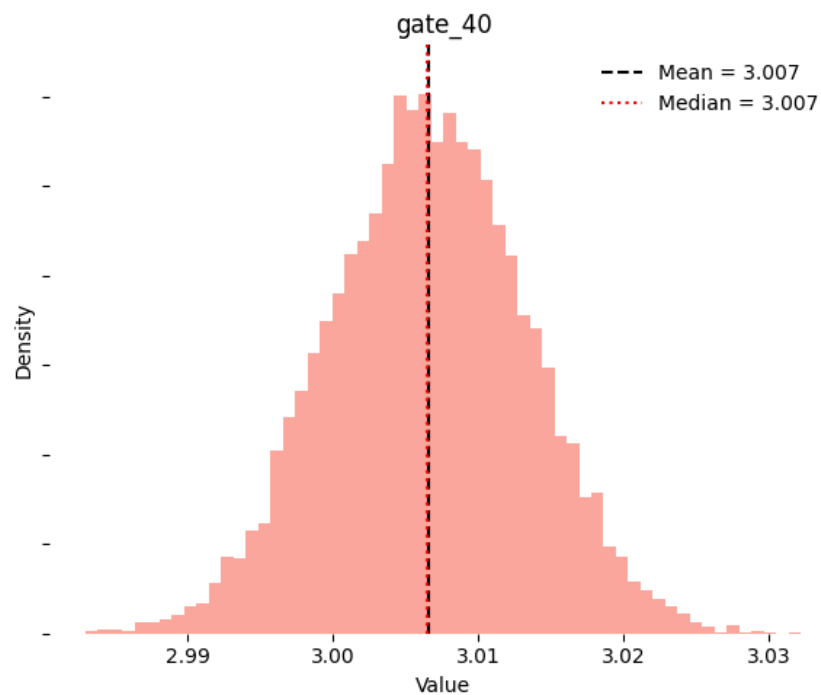
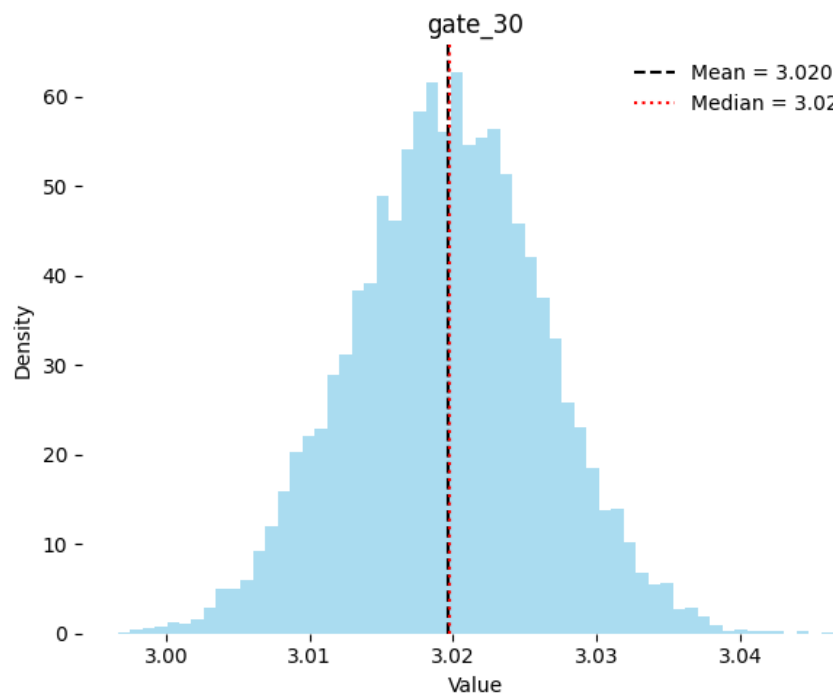
Probability that

$$\text{Prob}(\text{Treatment} > \text{Control}) = 0.13\%$$

is far below the 95% threshold.

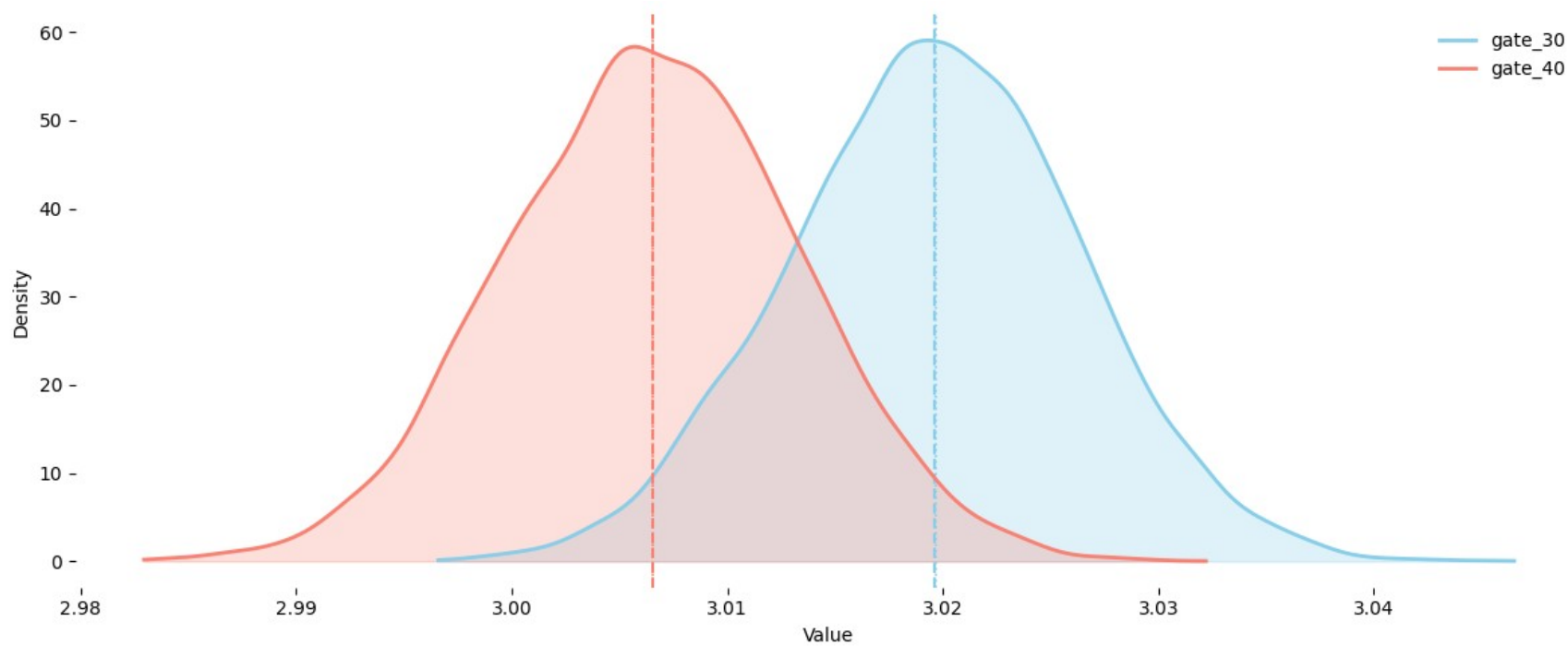
Total Rounds

Posterior Distribution



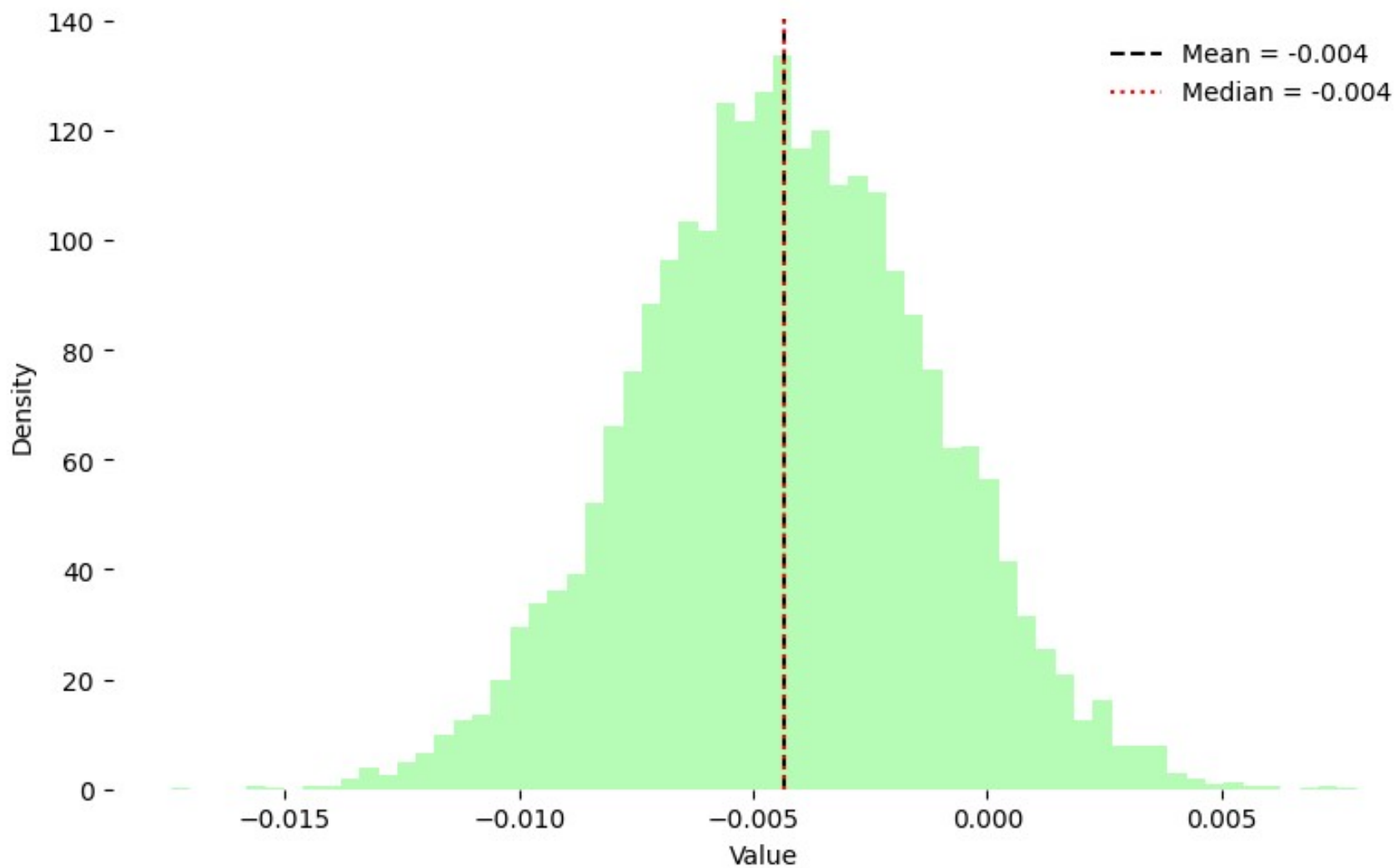
Total Rounds

Posterior Distribution



Total Rounds

Lift Distribution



Total Rounds

Summary

metric	mean	std	ci_lower	ci_upper
gate_30	3.0196	0.0067	3.0065	3.0327
gate_40	3.0065	0.0068	2.9933	3.0197

metric	value
mean_lift	-0.0043
std_lift	0.0032
prob_treatment_superior	0.0857

Total Rounds

Recommendations

No statistically significant improvement detected. Maintain current version.

Probability that

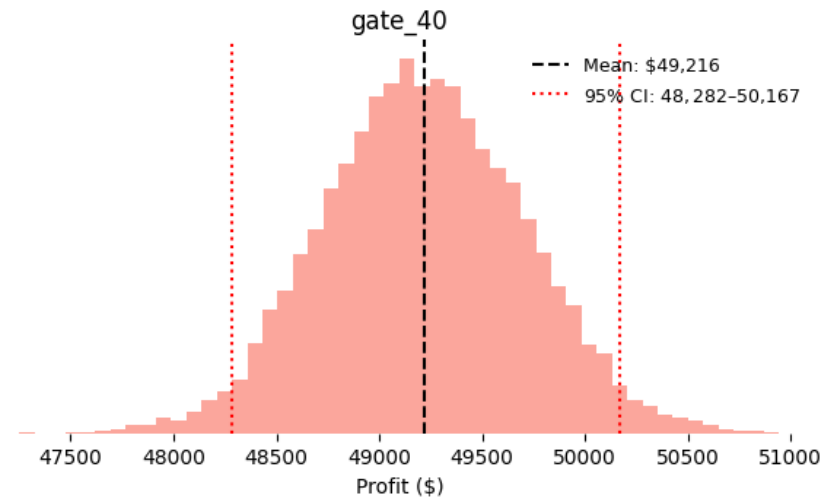
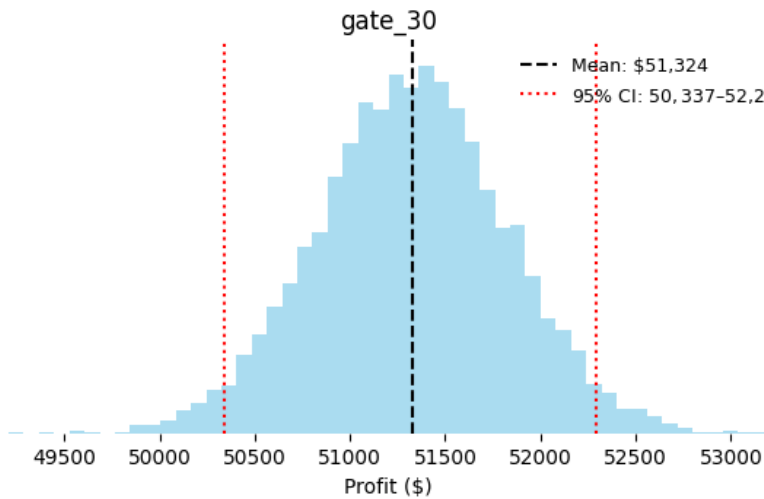
$$\text{Prob}(\text{Treatment} > \text{Control}) = 8.57\%$$

is far below the 95% threshold.

Business Performance

Posterior Distribution

Projected 7-Day Profit Distribution



Conclusion

Final Recommendation

After reviewing all metrics, including retention on Day 1 and Day 7, engagement through total rounds, and overall business performance, the results show no consistent evidence that the treatment version delivers better outcomes.

The recommendation is to keep the current control version and continue monitoring performance over the next cycles.