



GloBox

New Banner A/B Testing Report

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Report on: 2023/7/6

Recorded video clip

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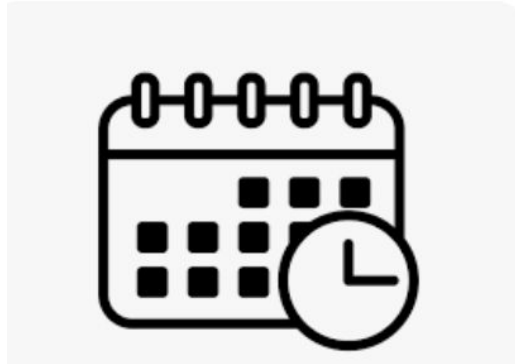
Project Background

Goal



Decide if launching a food and drink banner on Globox's site will boost revenue and conversions.

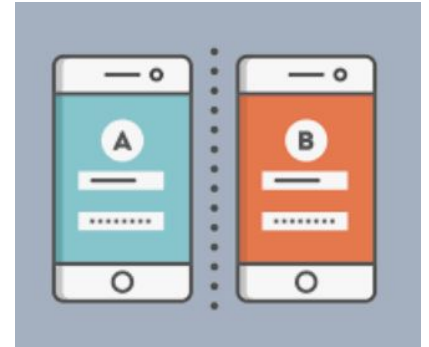
Duration



13 Days

Jan 25th, 2023 — Feb 6th, 2023

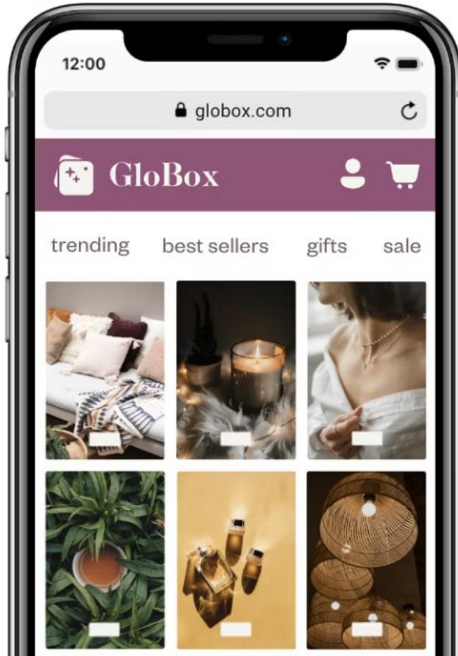
Tested Users



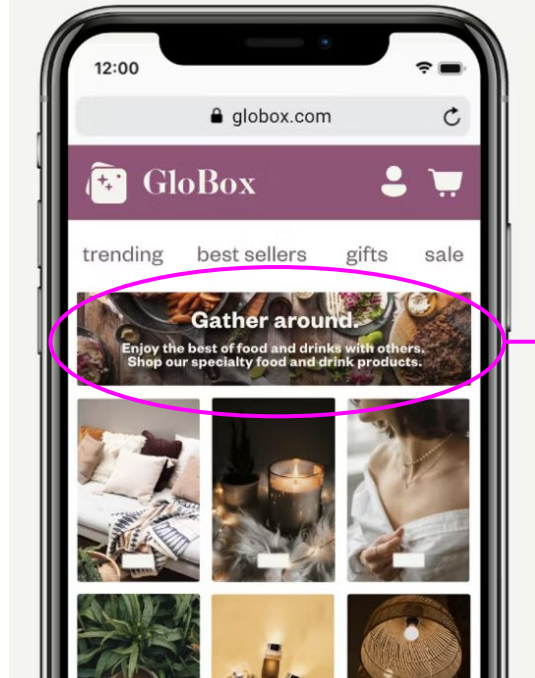
A/B test with 48,943 users

A/B Test Content

Group A: Control
existing landing page



Group B: Treatment
landing page with food & drink banner



Control Group A

No Banner

Number of users : 24,343

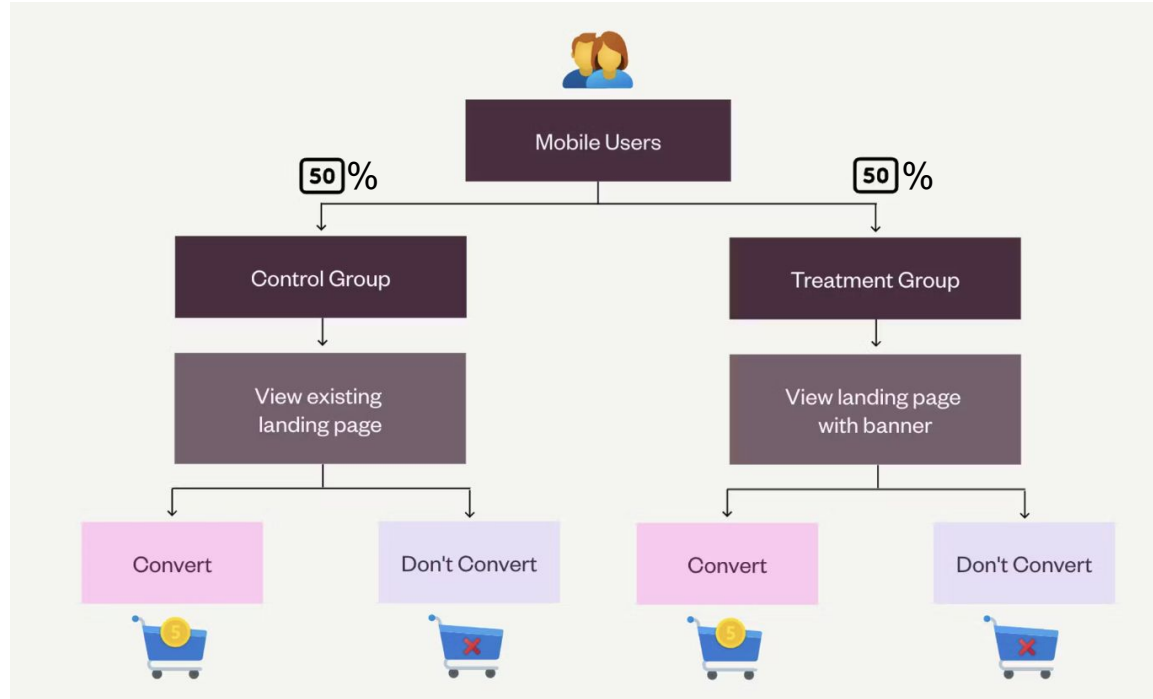
Treatment Group B

With Banner

Number of users : 24,600

A/B Test Setting Up

- Mobile Website
- Randomly assigned
- A: no banner
B: with banner
- Make purchase—convert
No purchase—don't convert



A/B Test Results

Conversion Rate

Difference : statistically significant

Conversion Rate by group



Average amount spent per user

Difference : not statistically significant

Avg. amount spent per user by group



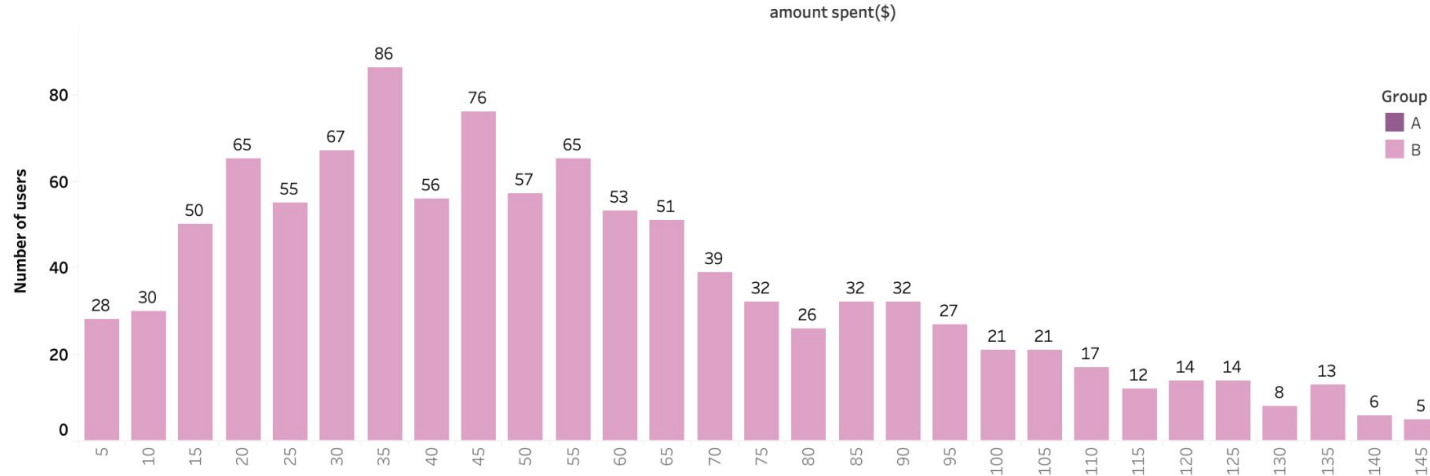
A/B Test Results

**Total revenue to the business
showed a slight increase in result B***

Total Revenue



Distribution of amount spent per user by group



Recommendations: Launch it

- **Statistical criteria:**

Conversion Rate : $A < B$ (*statistically significant*)

Avg amount spent per user: $A \approx B$

- **Business factors:**

The banner is not difficult to launch and maintain