
ABC -Testing Group 2

Increase Add-to-cart rate for pet shop

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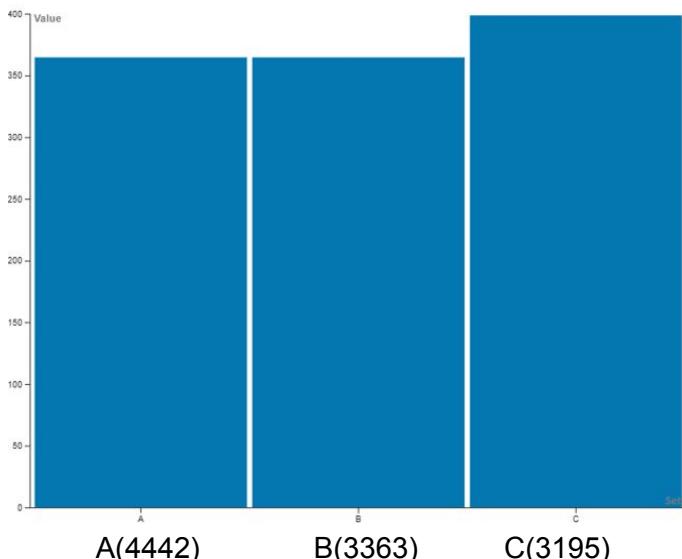


What We Tested & Why

- Goal: Increase add-to-cart rate by testing layout and messaging changes.
- Hypothesis: A and B or C have the same add-to-cart-rate (Null Hypothesis).
- Variants: do A/B and A/C Testing. (Problem for doing B/C testing - we cannot compare to A). Maybe we did A/B/C testing, since all three variants were in place at the same time (??).
- KPI: Add-to-cart rate



What We Found



Sum of conversions per variant (number of visitors)

	A / B Testing	A/C Testing
Control Conversion Rate	8.22%	8.22%
Variant Conversion Rate	10.85%	12.49%
Lift (%)	32.08%	51.98%
Absolute differences		
Absolute difference	2.64%	4.27%
Confidence Interval (Difference, %)	1.31% to 3.96%	2.87% to 5.67%
Right-Sided Interval (%)	1.52% to $\infty\%$	3.09% to $\infty\%$
Left-Sided Interval (%)	$-\infty\%$ to 3.75%	$-\infty\%$ to 5.45%
Value \pm SE (%)	$32.08 \pm 1.33\%$	$51.98 \pm 1.40\%$
P-Value (One-sided)	0.000037	0.000000
P-value (Two-sided)	0.000075	0.000000
Z-Score	3.96	6.14
Significance (One-sided)	Significant	Significant

Recommendation

1

Roll out change for Variant C, since
Uplift speaks for Variant C.

2

Risks :
+ bad timing could have messed up result
+ slight possibility for making errors,
even though p is very small (< 0.05)

3

Info:
B performed better than A,
C performed even better than B.

4

Maybe verification :
Do an A/C test for four weeks again.



Thank you.

