

Analysis of A/B Test Results

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Agenda

Findings of A/B test analysis

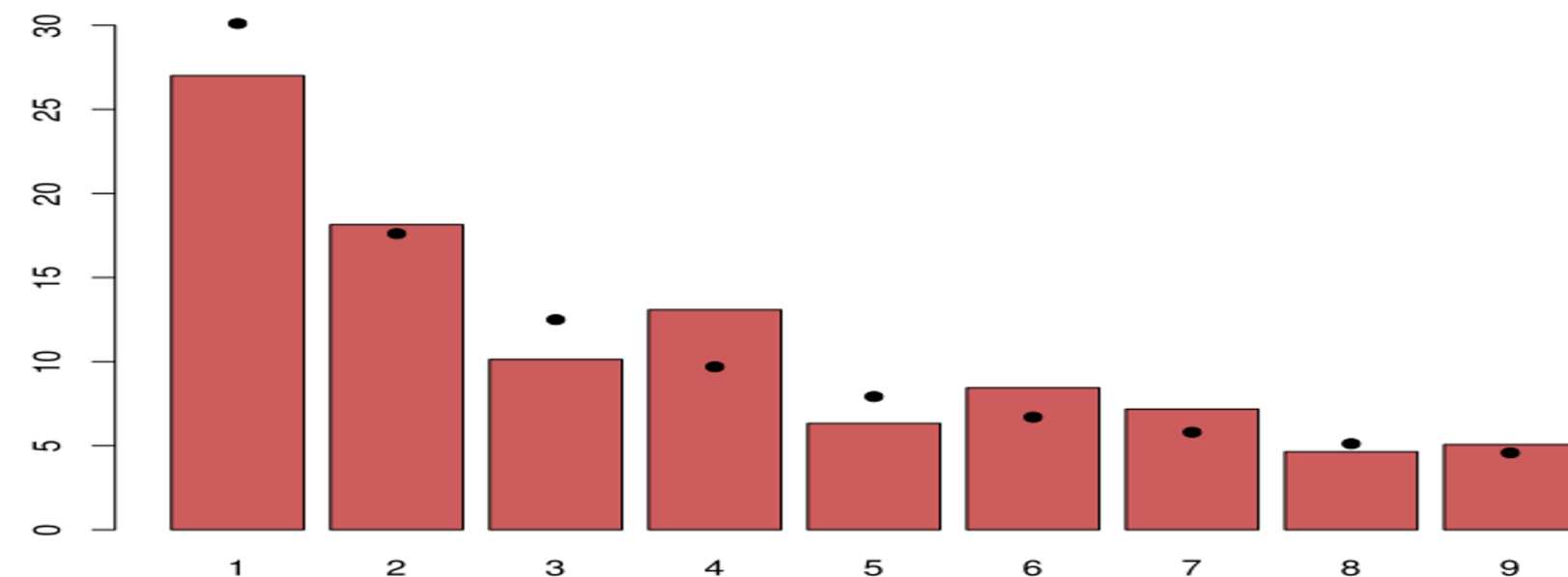
- Experiment Setup
- Conversion Rates
- Experiment Results

How Was the Experiment Implemented?

Total Variant Visitors: 35,211

Total Control Participants: 34,678

Visitors by Country: US: 48,850 | UK: 17,551 | CA: 3,488



Conversion Rates

	U.S.	U.K.	CA
Control	10.7%	10.2%	9.4%
Treatment	15.8%	14.9%	15.4%

Executive Summary: The treatment group shows consistently higher conversion rates (~15%) vs. control (~10%) across all countries. Country alone has minimal impact on conversion. The ~5 pp lift from treatment is uniform across geographies, indicating no country-treatment interaction.

Experiment Results

- Treatment Conversion Rate: 15.5%
- Control Conversion Rate: 10.5%
- Delta in Treatment vs. Control Conversion Rate: +5.0 percentage points
- p-value: 0.000 ($p < 0.001$)
- Conclusion:

○ The p-value of 0.000 is far below our significance level of 0.05. We reject the null hypothesis and conclude that the treatment page produces a statistically significant increase in conversion rates. The ~5 percentage point lift (from 10.5% to 15.5%) represents a ~50% relative improvement. This effect is consistent across all three countries (US, UK, CA). Logistic regression confirms no confounding from country. Recommendation: Implement the new treatment page.