The Experimentation RFC

**The problem**

How can you increase the online sales for our online exotic pet rental?

The sales have been decreasing significantly over the last year, especially on line sales. The reduction of the online conversion is the main driver of the decrease of the online sales.

**The potential solution**

Implementing a new homepage will improve online sales

**The method of testing the solution**

Split your website visitors into 2 groups. The first group will still see the current homepage and the second group will have access to the new homepage. The variable of interest is conversion rate in first and second groups. This is an A/B manipulation where new homepage is installed or not installed.

We will compute the conversion rate for two months before the study and compare it to the conversion rate with the new and old homepage for two months during the study.

If conversion rate in the next two months increases by 5% among new homepage users, we conclude that new homepage is effective and roll it out. If conversion rate in the next two months increase among the new homepage group, but by less than one standard deviation, observe for two more months before deciding. If conversion rate decreases in two months, uninstall Slack.