

Dynamic Banner Conversion for A/B Testing

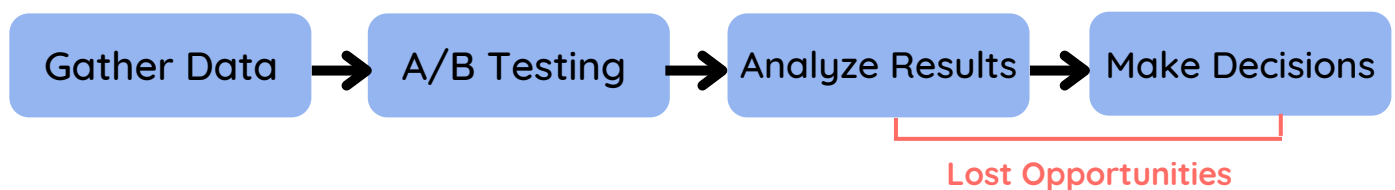
Think you got the best marketing strategy for your business? Think again!

Team 16

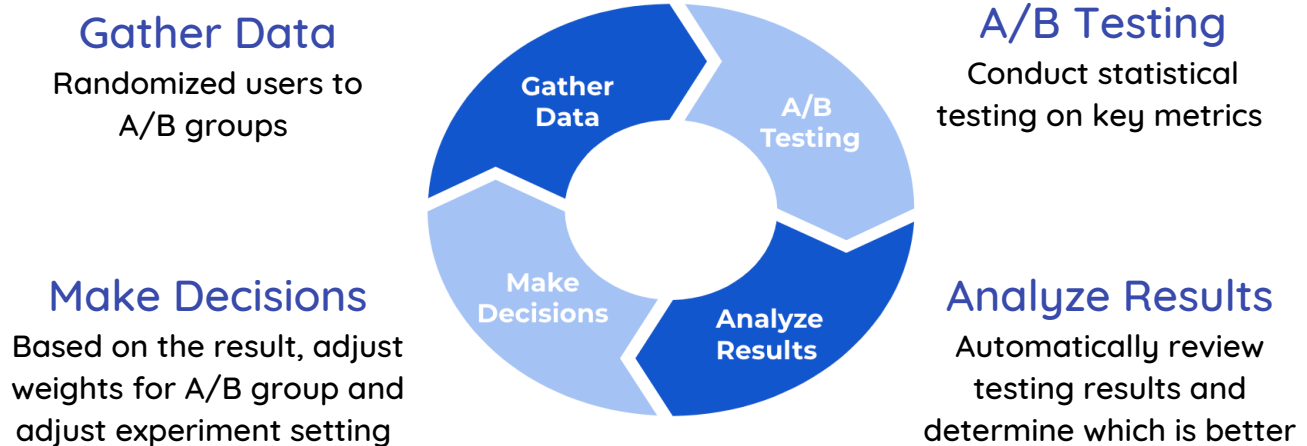
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Problem

A/B testing is largely implemented in the market today to analyze whether or not a business decision needs to be made. Most businesses fail to review and update their 'best strategy' on a regular basis due to a multitude of factors.



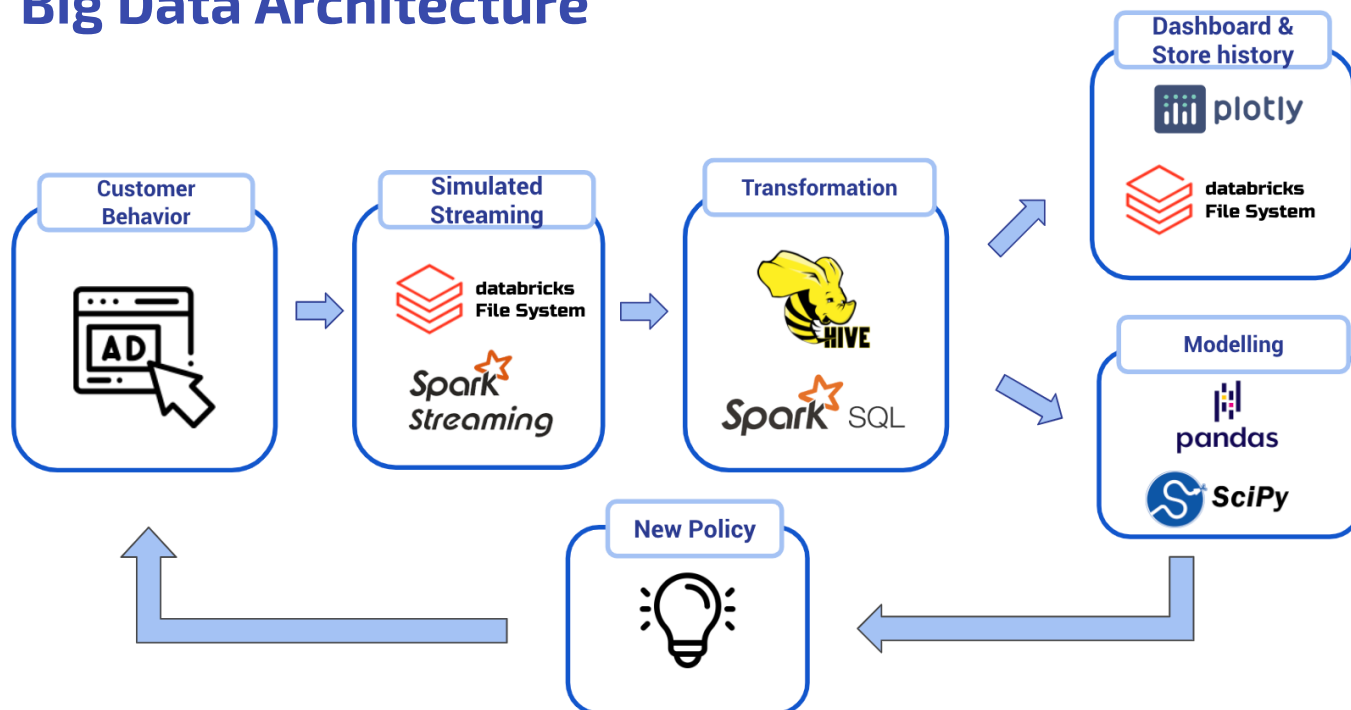
Our Solution: Dynamic A/B Testing



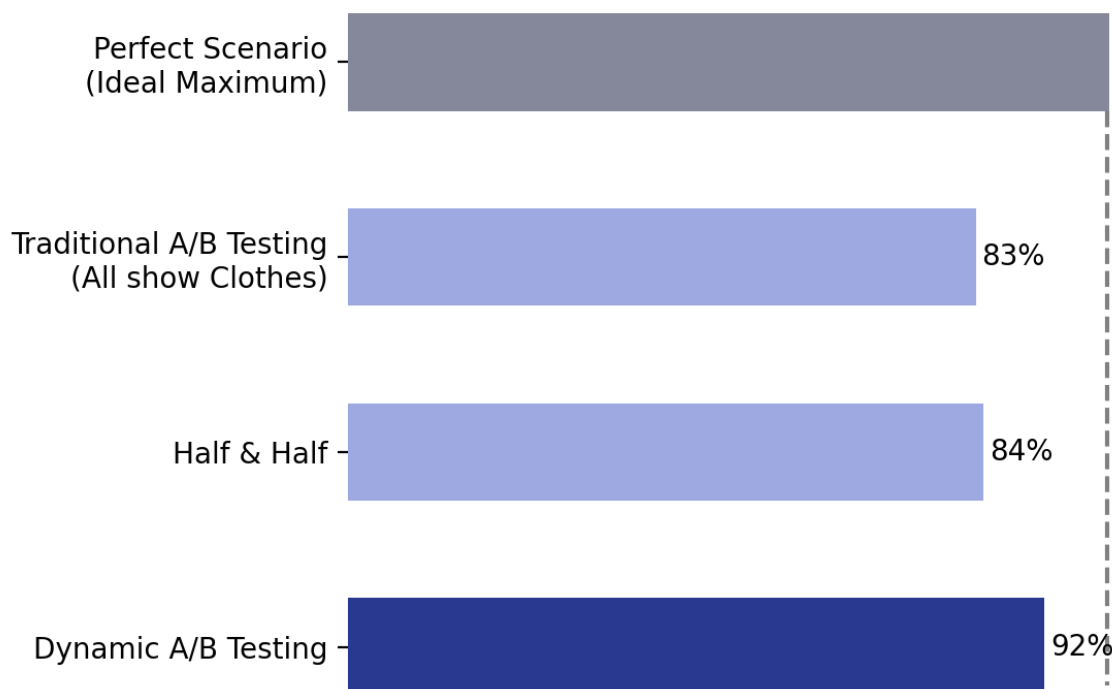
Compared to the traditional A/B testing method, our solution architecture:

- ✓ Create streaming dashboards to visualize the results
- ✓ Constantly review the experiment & adjust setting automatically
- ✓ Maximize the profits
- ✓ Potential to scale up

Big Data Architecture



How Is It Better?



Our method achieves **92% of the perfect scenario**, comparing to 83% and 84% of the traditional A/B testing and show half and half.

