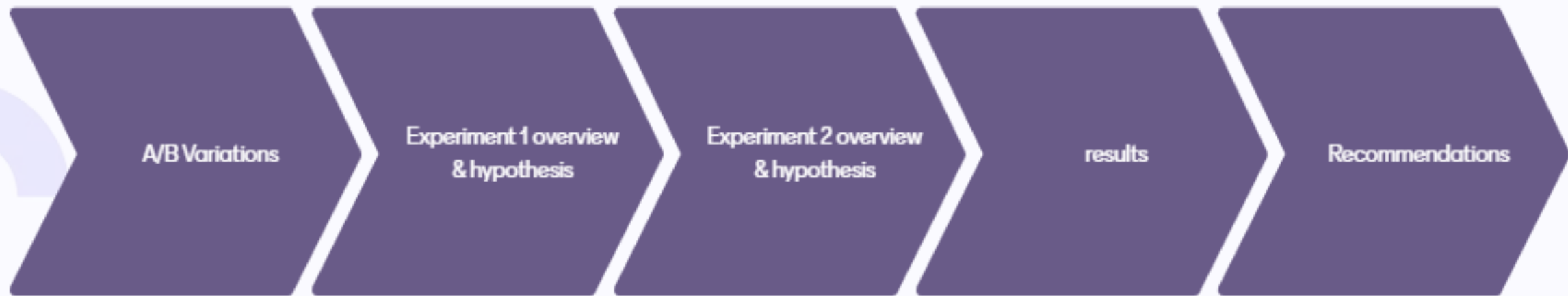


A banner for an A/B test. It features a large, light gray 'A' on a light pink background on the left, and a large, light gray 'B' on a light gray background on the right. The text 'GloBox banner A/B Test' is centered in a dark blue font.

GloBox banner A/B Test

The Proces



Group A: Control
existing landing page



Group A (Control)

Doesn't see the Food and Drink category
banner

- Estimated range for average amount spent per user is between 3.049 and 3.700 dollars.
- Estimated range for conversion rate is between 3.68% and 4.17%.

Group B (Treatment)

Sees the Food and Drink category banner
at the top of the screen in the main app
page

- Estimated range for average amount spent per user is between 3.073 and 3.708 dollars.
- Estimated range for conversion rate is between 4.37% and 4.89%.

Group B: Treatment
landing page with food & drink banner



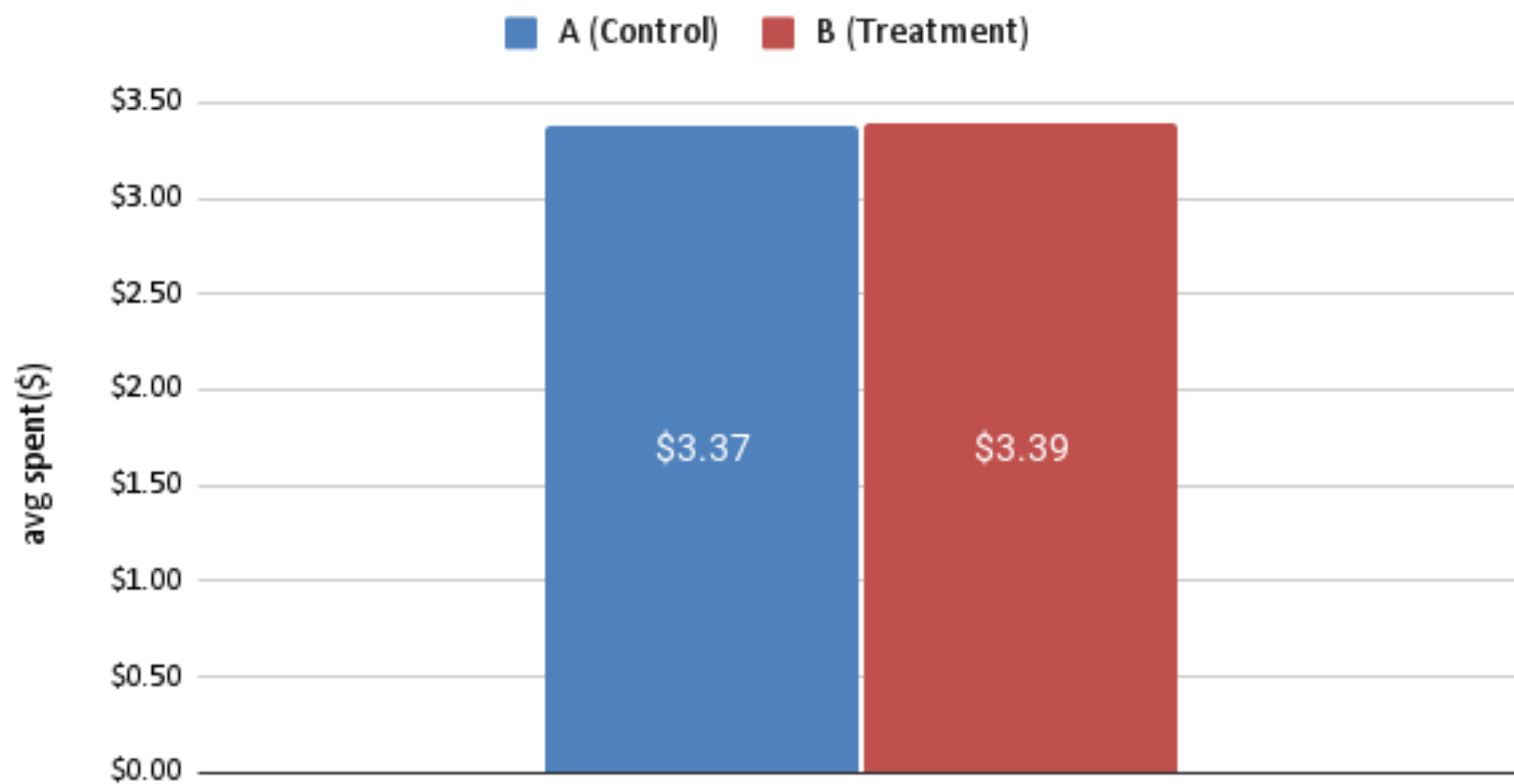
Experiment 1:

Is there a difference in AVG amount spent per user between the groups? (95% confidence)

- Estimated range for the difference between the 2 groups is between -0.439 and 0.471.

What is it mean?

How much a user spent on average?



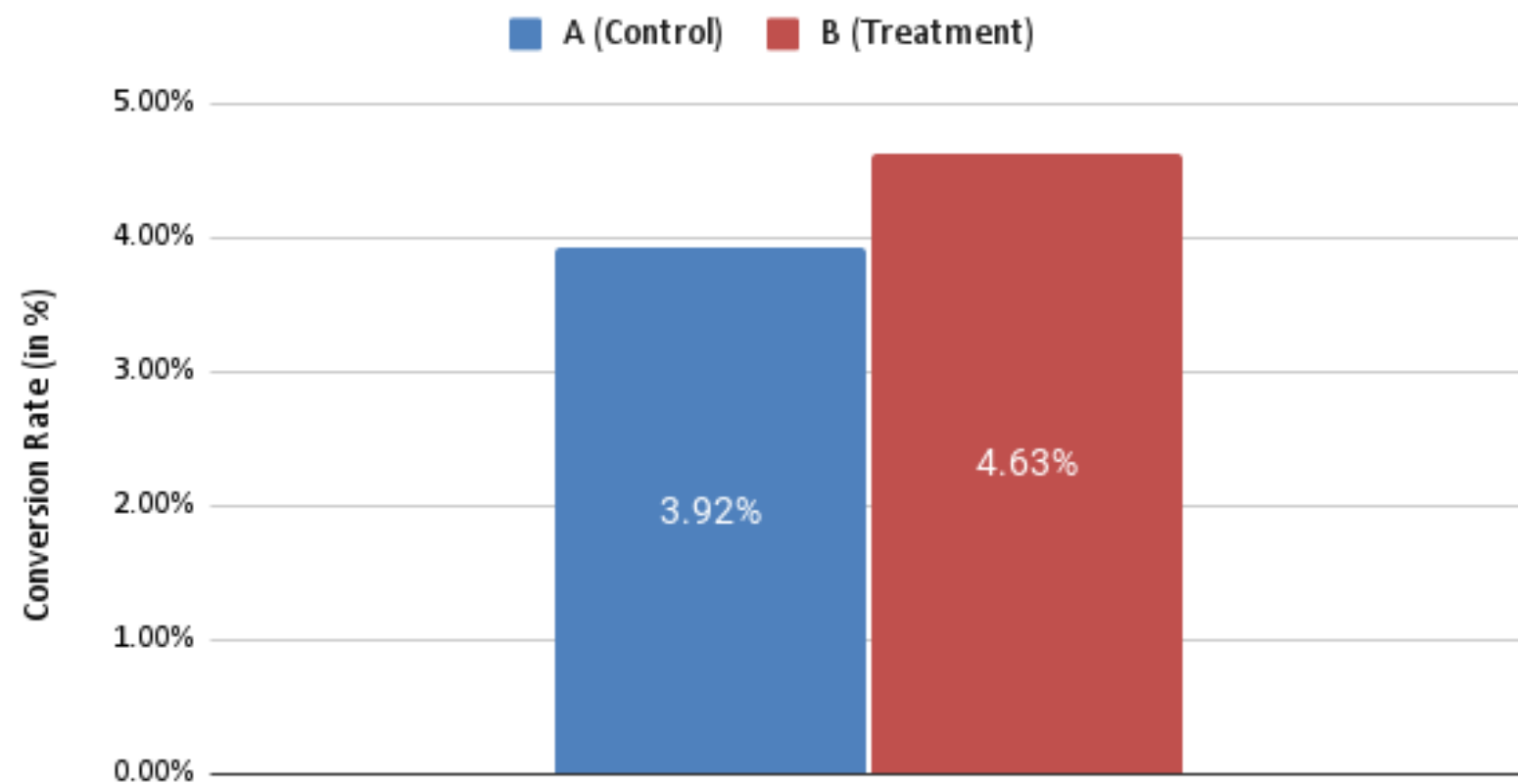
Experiment 2:

Is there a difference in conversion rate between the two groups? (95% confidence)

- Estimated range for the difference between the 2 groups is between 0.35% and 1.07%.

What is it mean?

Conversion Rate Control-Treatment



Hypothesis tests for the two experiments

Results

Experiment 1:

Is there a REAL difference in the average amount spent per user between the two groups?

$p=0.944$, error tolerance: 5%

NOT sufficiently strong evidence!

Experiment 2:

Is there a REAL difference in the conversion rate between the two groups?

$p=0.0001$, error tolerance: 5%

Sufficiently strong evidence!



recommendations

Not launch the experiment to all the users - Why?

- Not enough evidence on one of our assumption, sufficient evidence for the other.
- Is it worth it?
- Repeat the experiment for other categories.

A series of decorative purple geometric shapes are arranged vertically on the left side of the slide. From top to bottom, they include: a quarter-circle, a small dot, a trapezoid, another quarter-circle, a parallelogram, and a stepped rectangle.

Thank you for listening!