A/B experiment readout

A measured decision, with uncertainty

A fictional checkout experiment with 10,000 users in each group. All counts are synthetic; this report demonstrates statistical communication and PDF export.

1. Experiment snapshot

Each user is counted once and assigned to a single group. The primary metric is the share completing checkout.

Group	Users	Conversions	Rate
Control	10000	820	8.20%
Variant	10000	945	9.45%

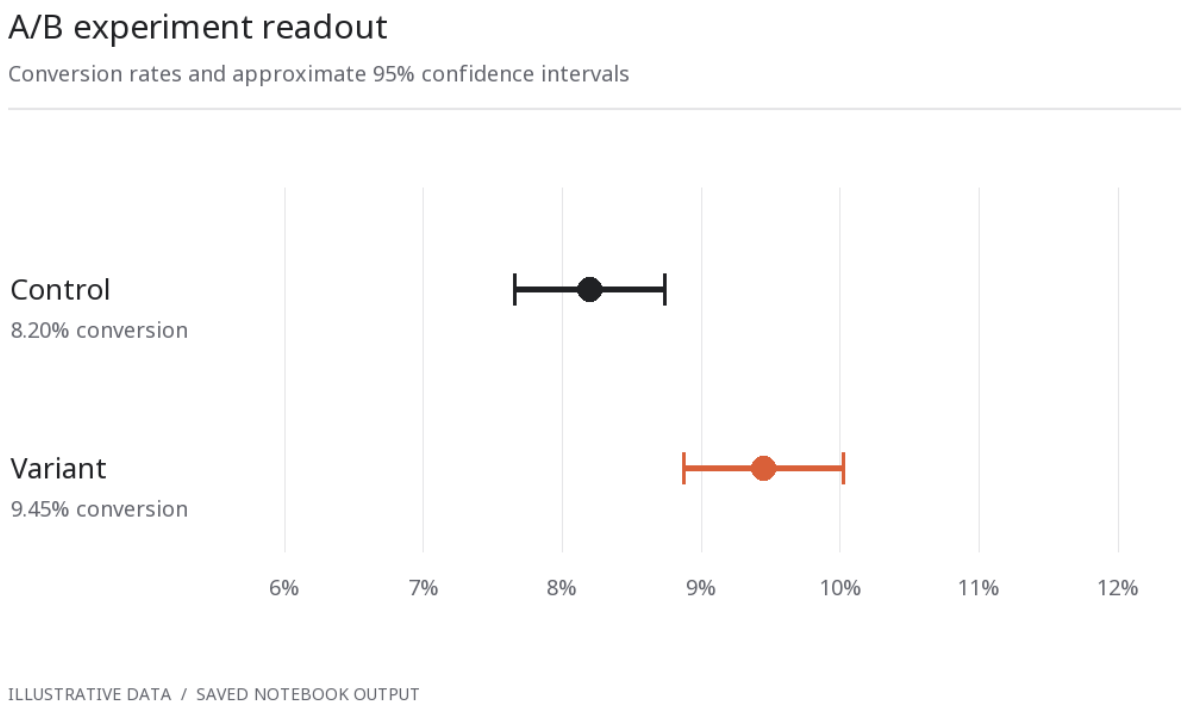
2. Confidence interval

The absolute difference is 1.25 percentage points; relative lift is 15.2%. An independent-binomial normal approximation gives:

$$SE = \sqrt{\frac{p_c(1-p_c)}{n_c} + \frac{p_v(1-p_v)}{n_v}}$$

$$CI_{95} = (p_v - p_c) \pm 1.96 \cdot SE$$

The approximate 95% interval for the absolute difference is 0.46 to 2.04 percentage points.



3. Decision and guardrails

The illustrative interval excludes zero under these assumptions. A real launch decision also needs the prespecified stopping rule, assignment checks, refund rates and segment stability. Avoid repeated significance checks without an appropriate analysis plan.

Sharing tip: Report Only gives a team the experimental design, results and caveats without implementation code.