5. SUMMARY

An A/B test was run in the Estonian startup company Veriff and used as an example for this paper. The background and general goals of A/B testing and analysis was covered, as well as the build up process before running the test in the company. The hypothesis for the specific A/B test was to increase measurable metrics in the company Veriff by connecting the identity document database with the automated verification process to know the specific requirements needed to verify that specific identity document.

Using the Bayesian probability analysis method, the results of the test were considered as inconclusive. There was no significant difference detected between the two variants that were tested. This means that measurables like conversion rate were close to equal with and without the use of the document database for the automated process. This came as a surprise to the testing team in Veriff as the change was considered to benefit the performance metrics. There are several reasons why the test results ended up as inconclusive and it does occur quite often in A/B testing that no proper conclusion can be made from the test. The reasons for the inconclusiveness can be a result of poor timing, bad execution of the test or any other unknown external factor. There is however no concern or worry, as A/B tests can be redesigned quite fast and new data with new parameters can be gathered.

For the future, the preparation of the A/B test could have been executed with a much more strict timeline. Now there was a lot of time wasted on the preparation that could have been used for redesigning the test. However, in smaller companies there might not be enough resources to keep a strict timeline and constantly keep producing efficient A/B tests. Using the Bayesian analysis method is a good way to come to fast conclusions with a limited data population and is a natural method to use for analysis for smaller companies. Although, as a majority of A/B tests lead to inconclusive results there should be a backup plan to deploy a new test version quite quickly after the previous test is done. It should not be left on the shelf and then picked up some months later as key information might have already been forgotten at this time.