CodeCademy
Introduction to Data Analysis

Capstone Project:

MuscleHub A/B Test

Project Description

- Analyze MuscleHub, a fancy gym, data to determine if taking a fitness test affect if someone becomes a member or not

Results: Using chi^2 Contingency

- People who did not take the fitness test where morel likely to turn in an application

- Of those who turn in an application there is evidence to show that those who did the fitness bought membership

- Off all the people that visited, there is significant evidence to show that people who did not take the test were more likely to become members

- MuscleHub need to improve their the fitness test or marketing scheme