

MuscleHub

A/B Test on Visitor Sign Ups

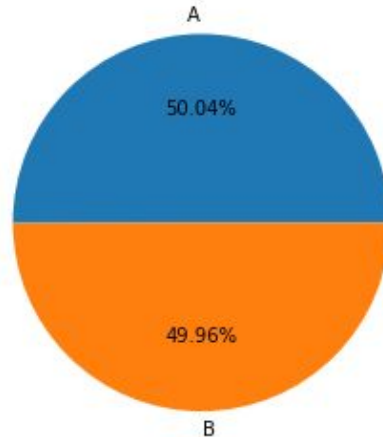
Synopsis

In this analysis, MuscleHub's data was reviewed to determine which method of visitor introductions to the gym was most conducive to the visitor obtaining a membership. Half of the visitors were giving a fitness assessment by a personal trainer as part of the introduction (Group A) and the other half were not (Group B). The visitors were tracked through 3 stages:

- Group assignment during visit
- Whether the visitor obtained an application
- Whether the visitor purchased a membership

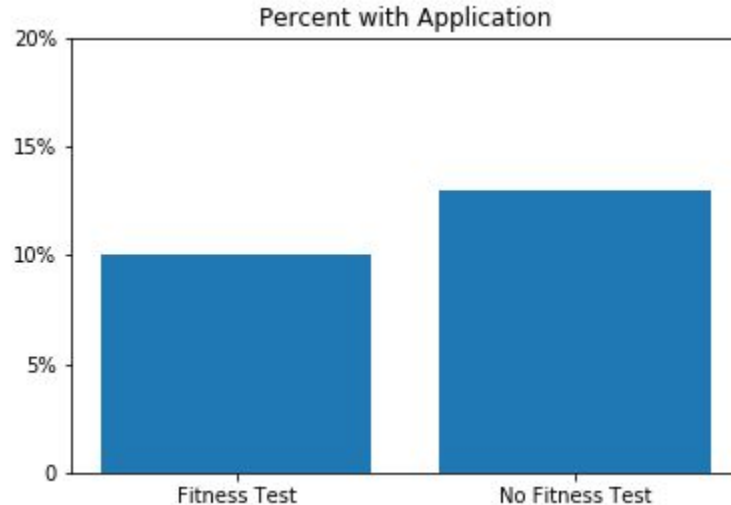
Data

Starting 7-1-17, MuscleHub began splitting visitors into 2 groups, the fitness assessment group and no assessment group. They had a total of 5004 visitors that they recorded. 2504 were given fitness assessment (Group A) and 2500 were not (Group B).



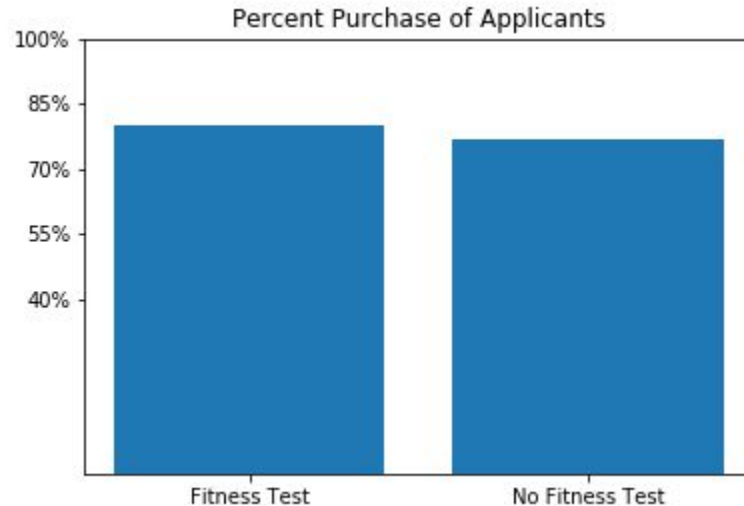
Applications

Of the 2504 visitors in Group A, 250(9.98%) went on to pick up an application. Of the 2500 visitors in Group B, 325(13.0%) went on to pick up an application.



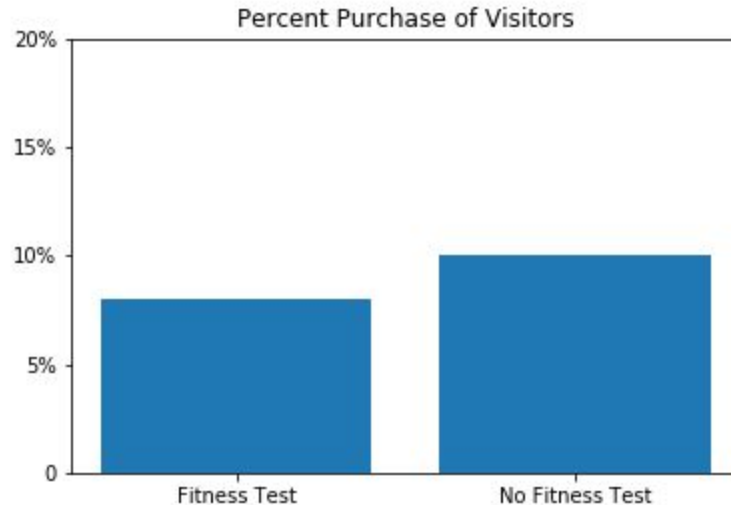
Memberships

In Group A, 200(80.0% of the visitors who picked up an application went on to become members. In Group B, 250(76.9%) of the visitors who picked up an application went on to become members.



Visitors to Members

Of the 2504 visitors in Group A, 200(7.98%) went on to become members. In Group B, 250(10.0%) of the 2500 visitors became members.



Hypothesis Testing

A chi-squared test was used to assess whether the findings in each grouping were significant. The number of visitors that picked up an application without a fitness assessment was significantly higher than those that had a fitness assessment. The number of visitors that purchased a membership was also significantly higher for Group B. Once a visitor picked up an application, the group that they were in was irrelevant to the likelihood they would become members. The chi-squared test was chosen because of the existence of 4 variables in each test Group A positive/negative and Group B positive/negative.

Interviews

4 visitors were interviewed following their introductory process. They were split between positive and negative towards and against the fitness assessment. The sample size of 4 was likely not useful for decision making in the future.

Recommendation

Based on the data from MuscleHub's grouping of 5004 visitors into two groups that either included a fitness assessment or did not, we would recommend that they cease giving the fitness assessment as part of the introductory process. MuscleHub will see greater new memberships from visitors if they follow this advice. The fitness assessment could be included as a perk for signing up.