

MuscleHub A/B Test Results

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Academy



What Happened

MuscleHub is a gym that requires potential members to take a fitness test before getting an application.

In this A/B Test we used the data that MuscleHub's Janet gave us to see what happened after they started randomly selecting people go straight to the application process before taking the fitness test.

With that data we were given we made sure to only take the data from and after July 7, 2017.

Our sample contained 5004 people. 2504 took the fitness test first, while 2500 just got the application.

Summary of the Quantitative data

Looking at the data it shows people prefer not taking a fitness test when coming into your gym for the first time.

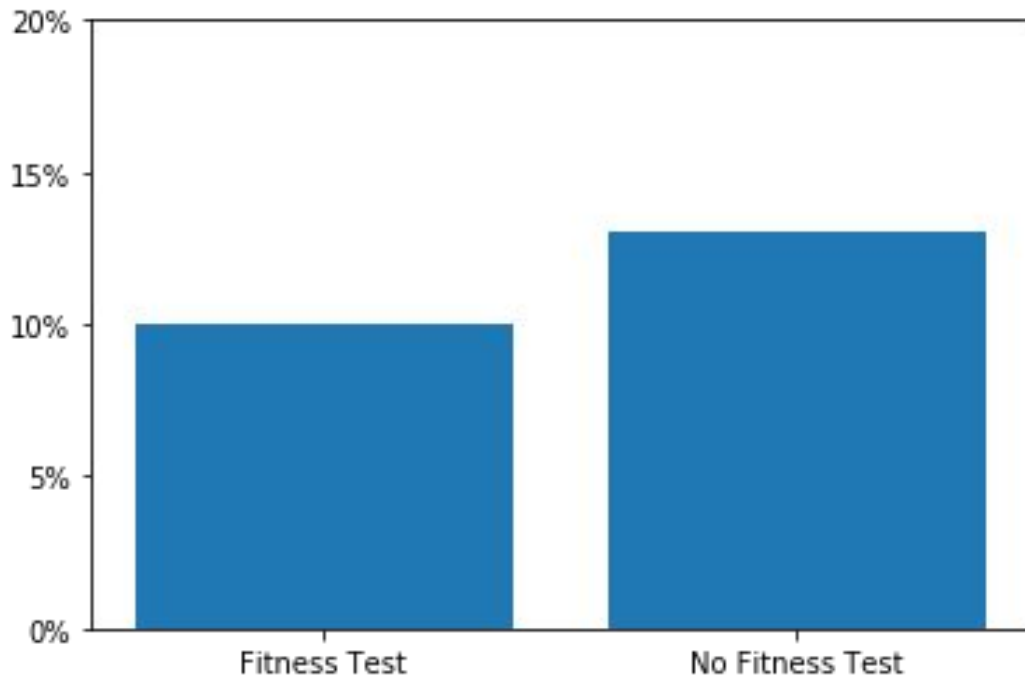
While the people that do take the test do likely end up joining MuscleHub, that doesn't make up for the people that get scared off.

Percent of Visitors Who Apply

What we see from our data is the fitness test MuscleHub offers might be too intimidating for someone new to the gym.

To get this we went into our new joined query and used lambda function to split up the people that got an application and that did not. With that data we were able to use the group by and app pivot function to show for both groups A and B who applied and who did not.

When we looked at our hypothesis we saw that our data was sound.

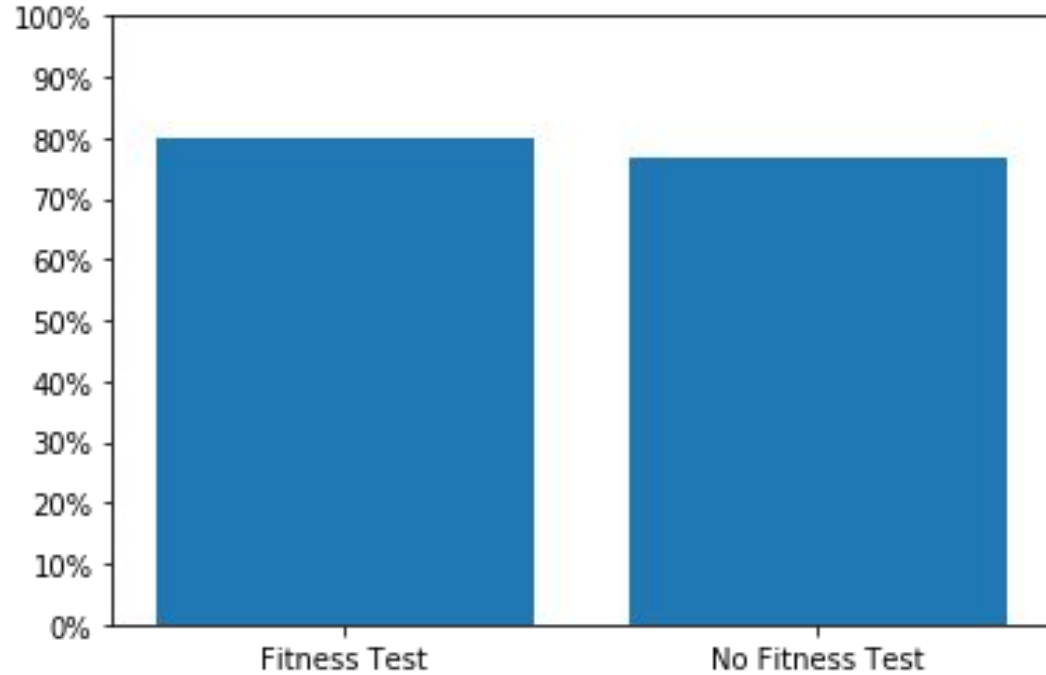


Percent of Applicants Who Purchase a Membership

With this we look at the people that picked up an application but ended up signing on to be members. In this we see more people that took that test would end up joining, but overall most people that leave with an application are very likely to join.

With this we did a lot of the same things we did with that last slide. But we took from the members and A/B test group.

When we looked at our hypothesis we saw that our data was sound.

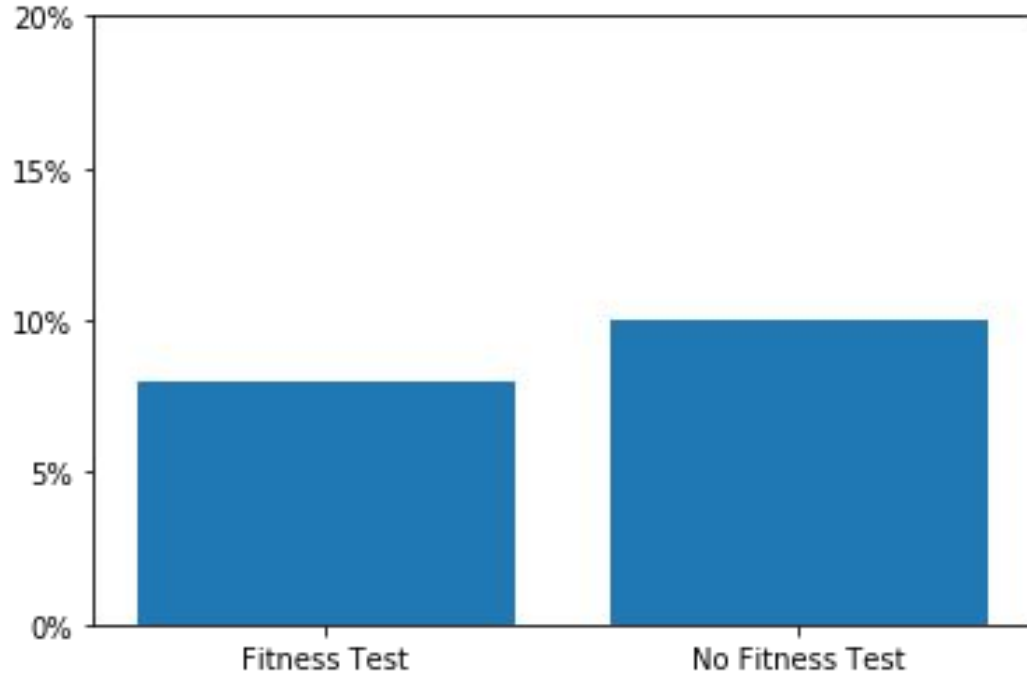


Percent of Visitors Who Purchase a Membership

This shows us all of our visitors that purchased a membership, and again like we saw with visitors that applied most people get scared away from the fitness test.

With this we did a lot of the same things we did with that last slide. But we took from the members and A/B test group. While also using the sum and divide function on our pivots to get our numbers.

When we looked at our hypothesis we saw that our data was sound.



A Summary of the Qualitative Data

We were given some interviews of some of the people that tried signing up for MuscleHub and we got a few different opinions.

While one person thought the fitness test was useful, most people joining MuscleHub are new and feel like a test right when you get in the door is just a little too intense.

Some other things people brought up is that your staff was super friendly but need to work on cleaning the equipment.

A Recommendation for MuscleHub

While a mandatory fitness test in the application process has its uses, it might drive away potential members that are more self conscious. That's why we recommend that MuscleHub give people the option to take a free fitness test with one of your trainers after they sign up. That way if they get a week or month in and they don't feel like they know what they're doing you can have them take the test and maybe learn something new from your staff trainers.