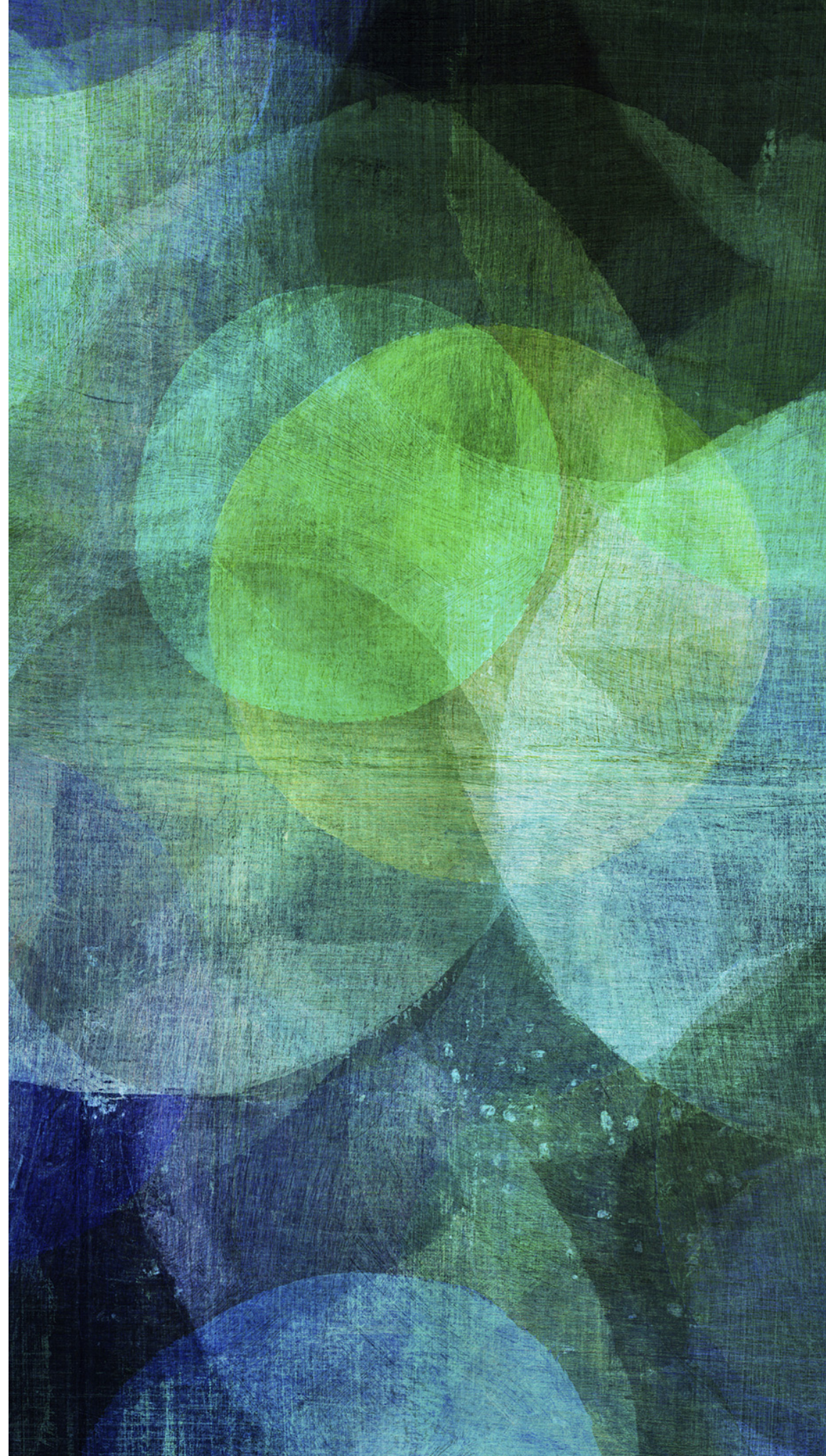


A/B TEST MUSCLEHUB

Lauren Nieuwland



INTRODUCTION

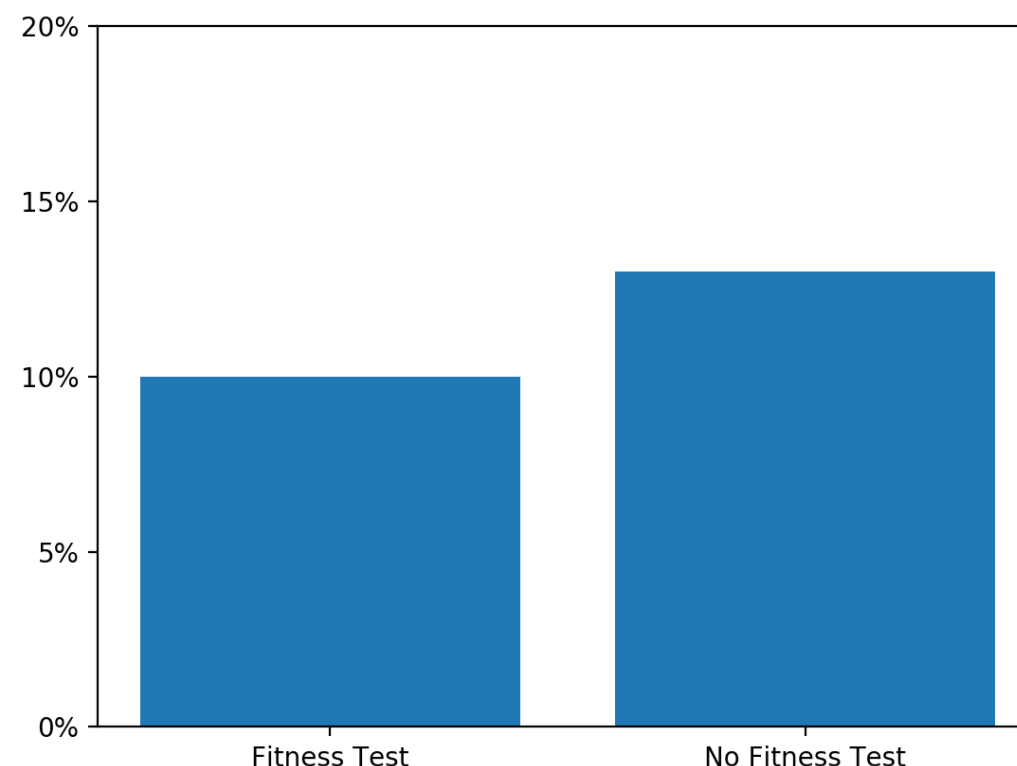
- What happened in this A/B test?
 - Two groups were tested
 - A: this group will, as usual, be asked to take a fitness test with a personal trainer before applying.
 - B: this group will skip the fitness test and will go straight to applying
- Question: does skipping the fitness test influence the amount of purchased gym memberships?

RECORDED DATA

- Whether someone was in group A or B
 - The test groups were equally divided (A: 50.04% / B: 49.96%)
- First name
- Last name
- Email
- Gender
- Application date
- Fitness test date
- Visit date
 - Only visits after 7-1-17 were used for the test
- Purchase date

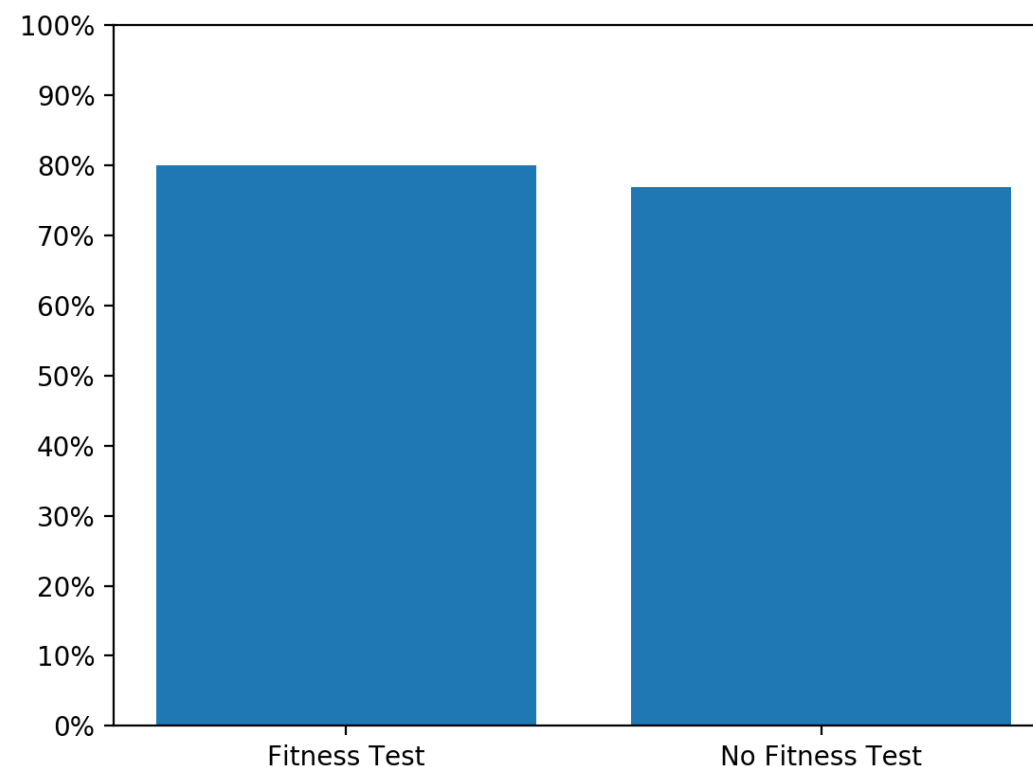
RESULTS

- Is there an effect of the test group on whether or not you fill in an application?
 - There was a significant difference between group A and group B ($p < 0.001$)
 - For this test a Chi square test was used, this was done because this is the best test when two dichotomous values are compared for significance.



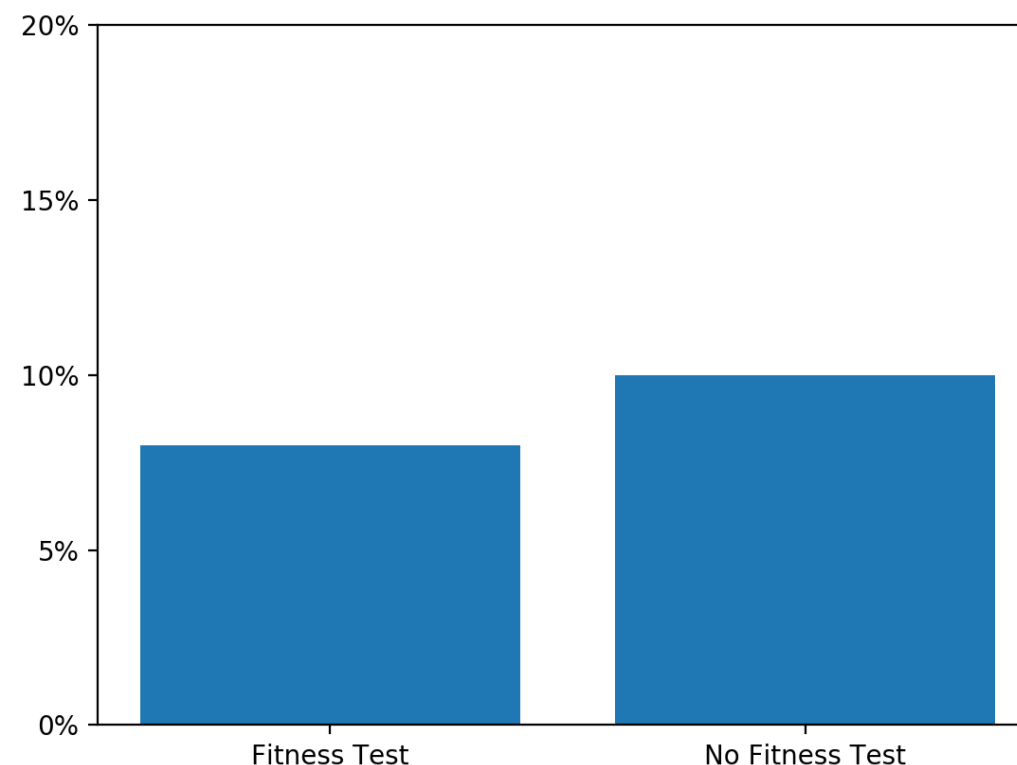
RESULTS

- Is there an effect of the test group on whether the people who have filled in an application make a purchase?
 - There was no significant difference between group A and group B ($p=0.43$)
 - For this test a Chi square test was used, this was done because this is the best test when two dichotomous values are compared for significance.



RESULTS

- Is there an effect of the test group on whether or not a purchase is made?
 - There was a significant difference between group A and group B ($p=0.01$)
 - For this test a Chi square test was used, this was done because this is the best test when two dichotomous values are compared for significance.



RESULTS INTERVIEWS

- Looking at the interviews, it can be concluded that the fitness test is generally not seen as a positive addition.
- This might be because the fitness test is too intense for some people.
- It might also be a matter of time, when the fitness test is skipped, the application process takes a lot less time to complete.

RECOMMENDATION

- Test whether the fitness test with the personal trainer might be too intense.
 - At this moment the number of memberships sold suffers from the fitness test.
- Or skip the fitness test all together.

Questions?