MuscleHub AB Test

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What is an split (a/b) test

A/B testing (sometimes called split testing) is comparing two versions of a web page to see which one performs better. You compare two web pages by showing the two variants (let's call them A and B) to similar visitors at the same time. The one that gives a better conversion rate, wins!
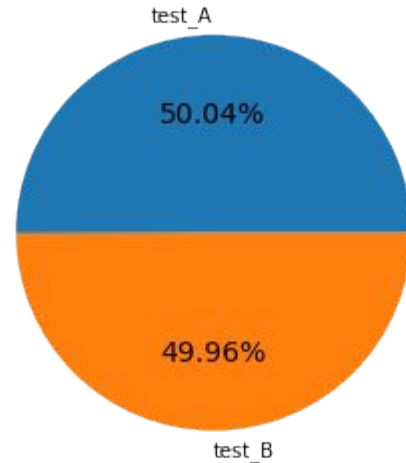
Null Hypothesis

Customer who take a fitness test with a personal trainer are more willing to choose a membership

We have splitted our sample in 2 groups

Group A : Take a fitness test with a personal trainer

Group B : Don't take a fitness test with a personal trainer

Who picks up an application?

It looks like more people from Group B turned in an application.

We obtain a p-value = 0.93627062562

Who picks up an membership?

There was no significant difference in membership between Group A and Group B for people who already picked up an application.

Moreover,if we consider all people who visit MuscleHub, we see that there might be a significant different in memberships between Group A and Group B.

Funnel Analysis : Percent of Visitors who Apply
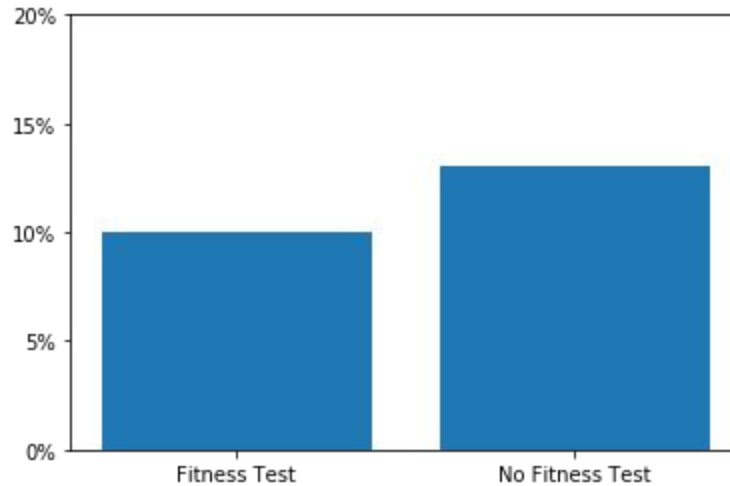
F. Analysis : Percent of Applicants who Purchase
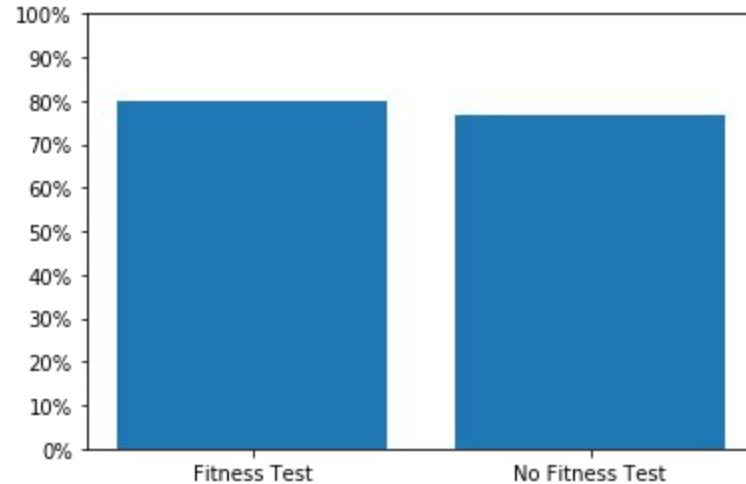
F. Analysis : Percent of Visitors who Purchase