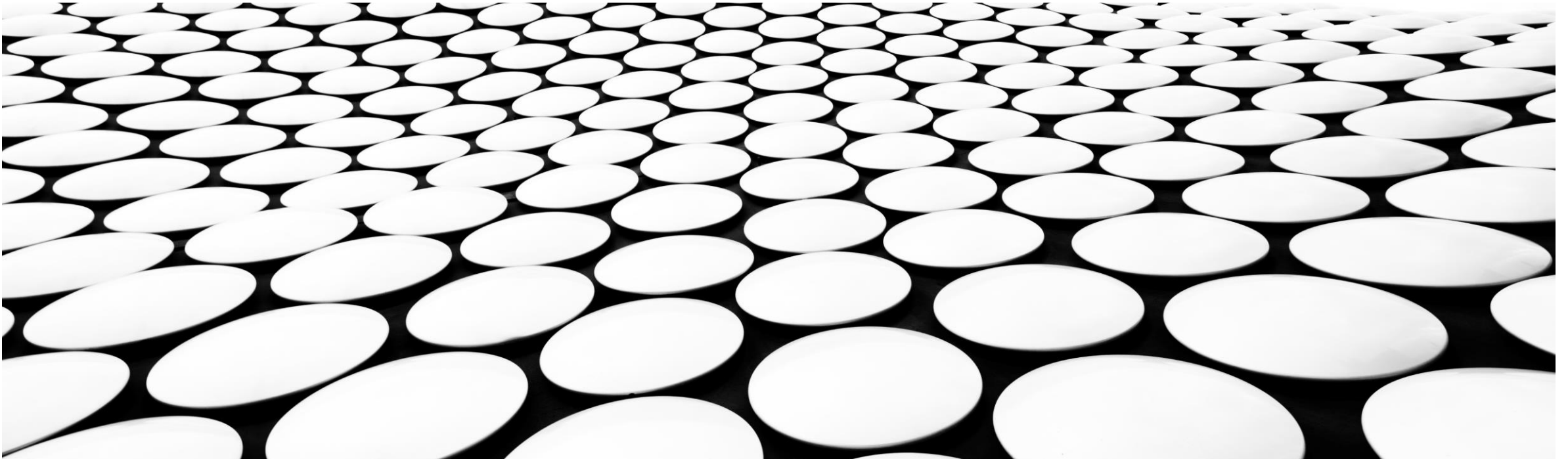

MUSCLE HUB A/B TESTING

NICHOLAS FRY

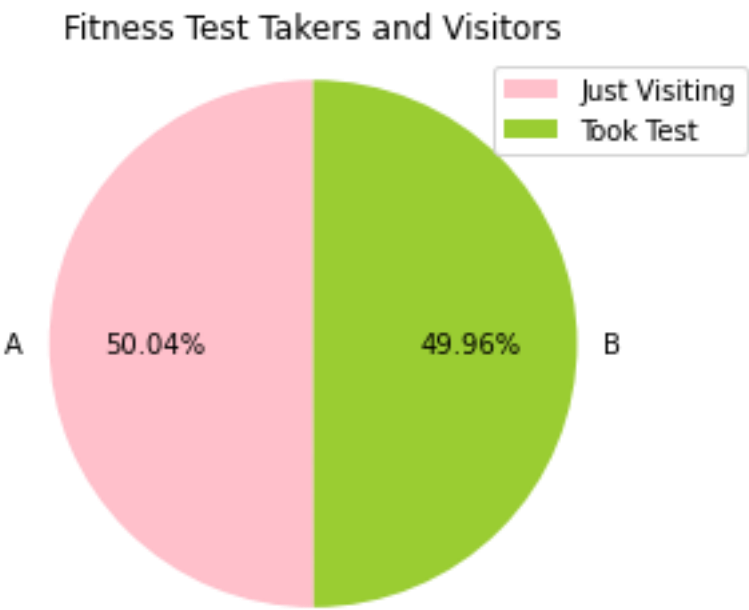
Codecademy Capstone ANALYZE DATA WITH PYTHON – 13 January 2021



TESTING THE CUSTOMER BASE

The A/B tests in the following slides breakdown the visitors to MuscleHub gym into those that take an initial entry fitness test and those that do not. The company would like to know which of these visitors is more likely to join, paying for membership.

Category	Description	Quantity of Participants
Group A	Have taken fitness test.	2504
Group B	Have not taken fitness test.	2500





STATISTICS ON APPLICANTS

Of the 5004 customers, 10% of those taking a fitness test took an application. 13% of those not taking a fitness test took an application.

To determine the significance of the variation between the two groups, a Chi Square test was used. The pvalue is 0.001 indicating there is a significance.

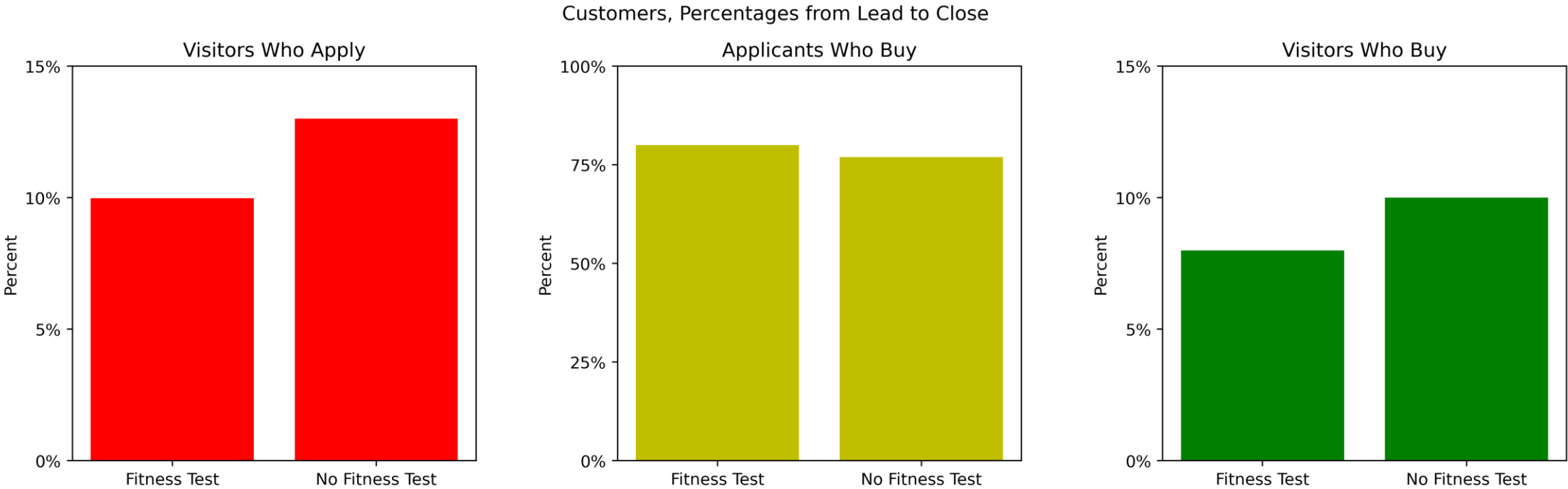
Of these applicants, 80% of group A – those taking the fitness test, signed up for a membership. 76.9% of group B signed up for a membership.

To determine the significance of the variation between the two groups, a Chi Square test was used. The pvalue is 0.8 indicating there is no significant difference.

Of the total taking a fitness test, only 8% became members. 10% of those who did not take a fitness test signed up for a paid membership. Using the same Chi Square test the pvalue was 0.026, indicating there is a significant difference between the two conversion rates.

SUMMARY FINDINGS

5004 customer visits were examined in two different test groups to determine the purchase behavior for those subjected to a fitness test and those not subjected. More people who do not take a fitness test apply and purchase a membership. It would be wise for Muscle Hub gym to abandon the pre-entry fitness test for membership.



CUSTOMER TESTIMONIALS

I saw an ad for MuscleHub on BookFace and thought I'd check it out! The people there were suuuuper friendly and the whole sign-up process took a matter of minutes. I tried to sign up for LiftCity last year, but the fitness test was way too intense. This is my first gym membership EVER, and MuscleHub made me feel welcome.

- Shirley, 22, Williamsburg

When I walked into MuscleHub I wasn't accosted by any personal trainers trying to sell me some mumbo jumbo, which I really appreciated. Down at LiftCity they had me doing burpees 30 seconds after I walked in the door and I was like "woah guys slow your roll, this is T0000 much for Jesse!" I still ended up not signing up for a membership because the weight machines had all those sweat stains on them and you know, no thanks.

- Jesse, 35, Gowanes

I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it.

- Sonny "Dad Bod", 26, Brooklyn