

MuscleHub Fitness Test A/B Test Results

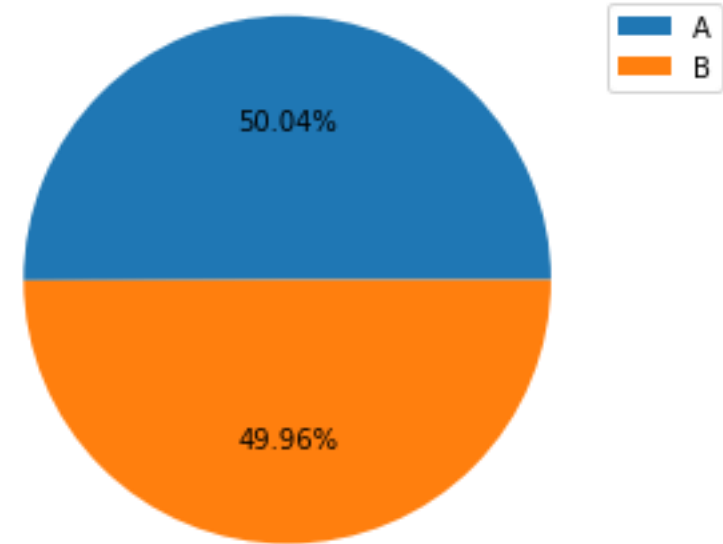
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The Purpose of The A/B Test

- For this A/B test I was testing to see if visitors of the MuscleHub gym were being intimidated by the fitness test preventing them from purchasing a membership.
- This test has data from the people that visited MuscleHub, the visitors that took the fitness test, the visitors that picked up an application, the visitors that ended up purchasing a membership for MuscleHub, and lastly a few testimonials from the whole process
- Joining the data from the visit date, fitness test date, application date, and purchase date from the visitors that were involved in this test I were able to compare these dates to see if statistically the fitness test did intimidate the visitors from purchasing membership

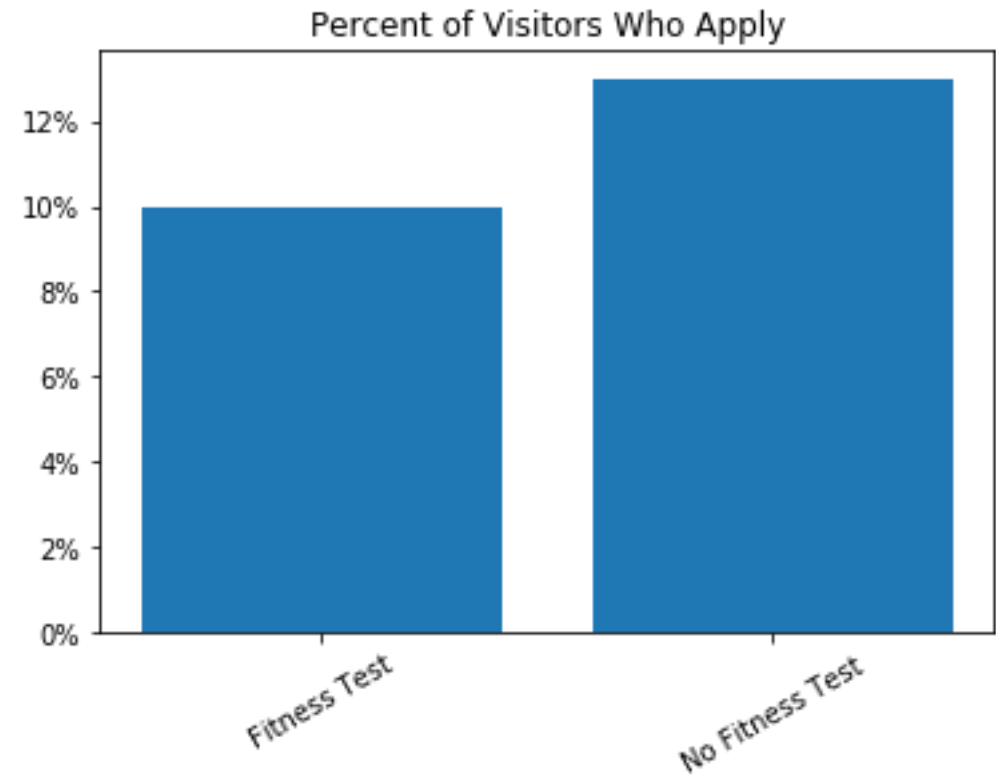
A/B Test Groups

- In our dataset where I have all the dates combined we have also included the visitor's first name, last name and gender.
- I then added a row too see which visitor was in group A or B by applying 'A' if the fitness test date came to be no 'None'
- Lastly before initial testing I made sure to check to see if the counts for group A and B were close in number which they were as you can see from the pie char to the right.



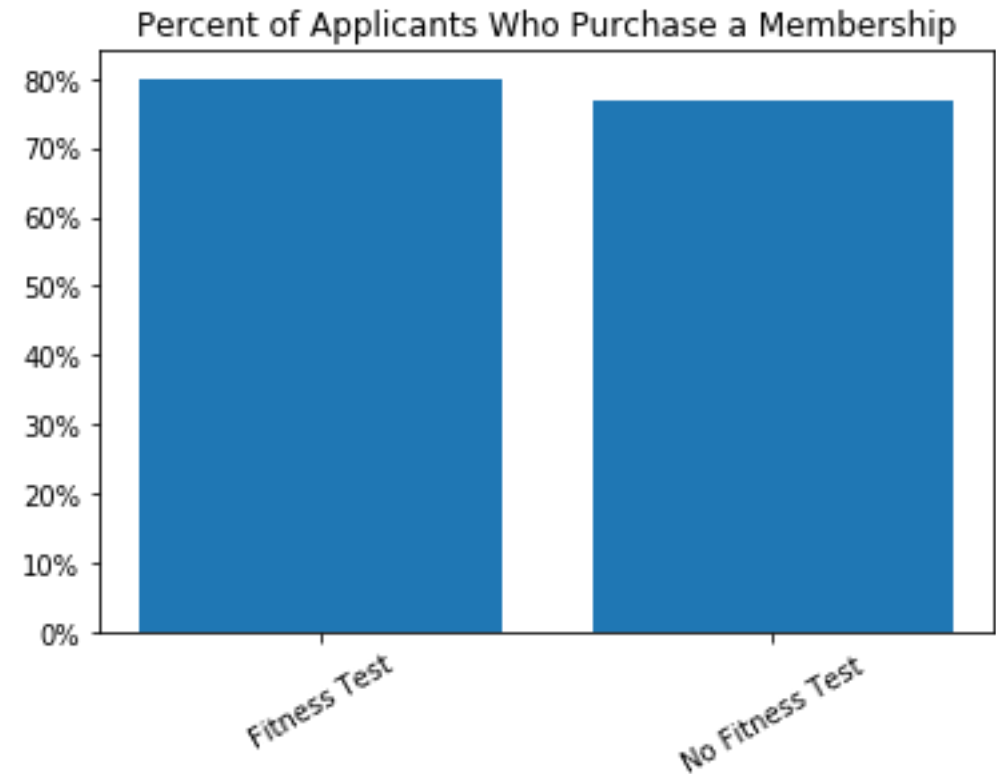
Visitors Who Pick Up An Application

- Calculating the percent of visitors in each group who picked up an application I saw that it was people from group B whose percentage was higher.



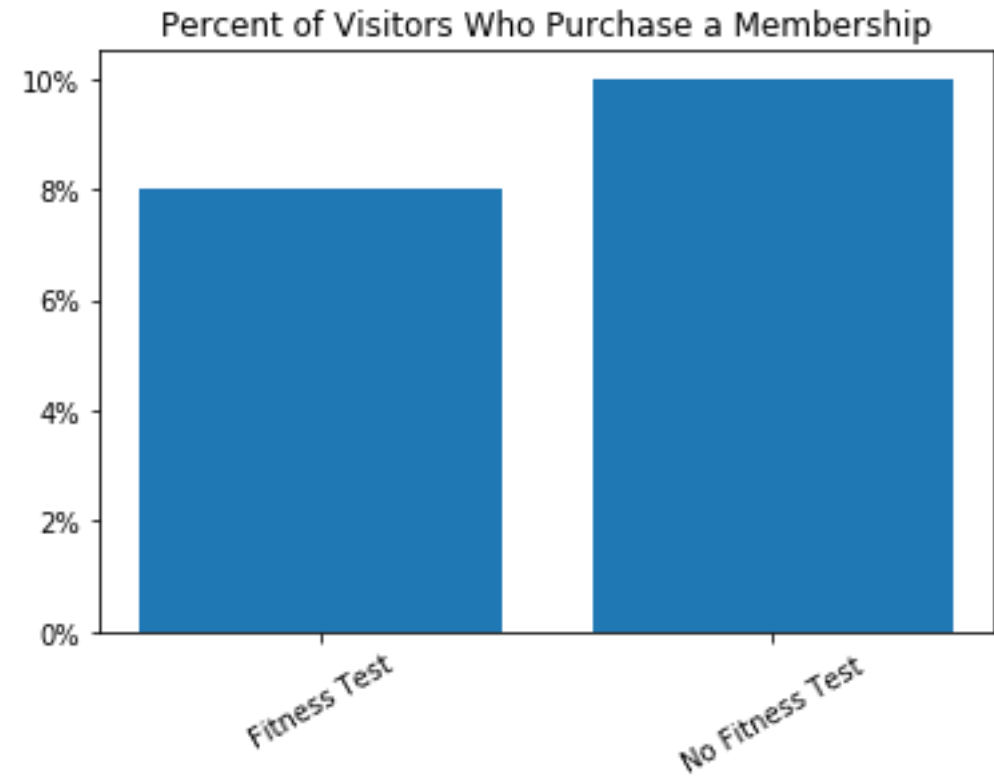
Visitors Who Purchases a Membership

- Then I calculated the percentage of visitors who purchased a membership and saw that it was group A who percentage was slightly higher. Which was an interesting turn of events since it would be presumed it would be group B to have an higher percentage if the visitors were intimidated by the fitness test.



All Visitors Who Purchased a Membership

- Now considering all people who visit MuscleHub I wanted to see what the difference would be for those who purchased a membership.
- And it was concluded that it was the visitors that didn't take a fitness test whose percentage was higher
- This a turn of events that makes it seems the people that don't take the fitness test are more likely to purchase a membership which might correlate with Janet's theory that the fitness tests intimidates visitors.



Hypothesis Tests

- Performing binomial test on the previous 3 calculations because I can't find the means of those distributions I found that the p-value of each scenario came out to be more than 0.05 so there was really no difference between those who took the fitness test and those who did not. Concluding that the visitors who ended up purchases a membership was not based on their intimidation of the fitness test.

Visitors who picked up an application:

Pval = 0.97

Pval2 = 1.0

Visitors who purchase a membership:

Pval = 1.0

Pval = 1.0

All visitors who purchase a membership:

Pval = 1.0

Pval = 10

MuscleHub Testimonials

We can further justify this claim by taking a look at a few testimonials we got from this test, showing that the fitness test was not a completely deterring factor for visitors from purchasing a membership,

Therefore if one would like to enter MuscleHub and enjoy the immersive yet fun fitness test with one of the personal trainers and purchase a membership it is highly recommended that you inform the visitors what is included in this test to see if their response is positive or not, otherwise it is safe for visitors to skip the test since from our A/B test there is not a huge significance in the purchase of membership from those who take the test and those who do not.

"I always wanted to work out like all of the shredded people on the fitness accounts I see on Instagram, but I never really knew how to start. MuscleHub's introductory fitness test was super helpful for me! After taking the fitness test, I had to sign up and keep coming back so that I could impress my trainer Rachel with how much I was improving!" - Cora, 23

"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 TOOOO 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

"I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it." - Sonny "Dad Bod", 26

"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