Capstone Project MuscleHub A/B Test

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Will removing the fitness test from the application process increase members?

Current application process

Take a fitness test with a personal trainer

Fill out an application for the gym

Send in their payment for their first month's membership

A/B Test

Does the fitness test intimidates prospective members?

Visitors will randomly be assign to one of two groups

Group A: will still be asked to take a fitness test with a personal trainer

Group B: will skip the fitness test and proceed directly to the application

Internal data from 5004 visits was analyzed

- Internal MuscleHub SQLite database, where five different tables contained the test data

- Test period started 7-1-17

- The test included 5004 visits to the gym

- 50% in each group
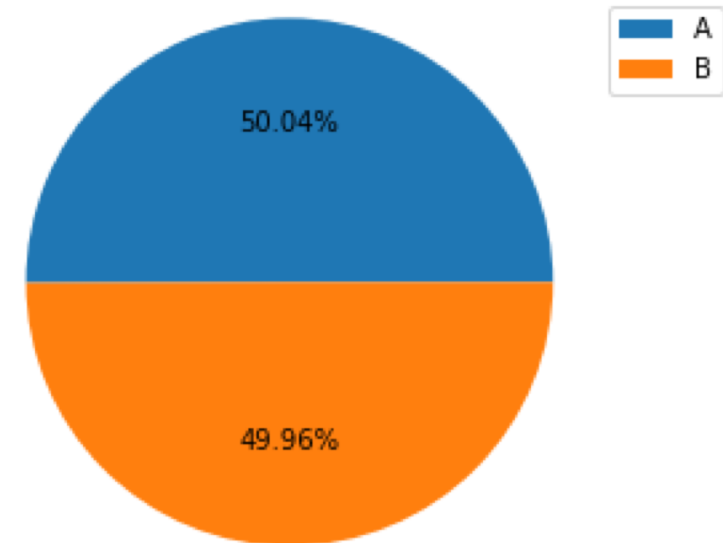
Group B generates significantly **more** memberships

Chi Square tests was since we had categorical data, with at least two categorical datasets. Our null hypothesis was that there were no difference between the two test groups.

1. Does the number of application significantly increase when you remove the fitness test?
   a. Yes. Percent with application group B: 13% vs group A 10%

2. Given that a potential customer turned in an application, was there a significant difference in purchased memberships?
   a. No.

3. Is there a significant difference between the groups in terms of number of memberships?
   a. Yes. Group B generates significantly more memberships. Percent purchase for group B was 10 % vs 8 % in group A.

Interviews with gym visitors support A/B test result

- 2 interviews from each test group

- Visitors in group B was positive to the quick and easy sign up process, without the need for a intimidating fitness test

- Visitors in group A was either intimidated by the fitness test and did not sign, or they saw it as a motivating starting point from which the could measure their fitness improvements

- My suggestion solution will take **all** of this into account and fits both groups

Keep the fitness test, but in another stage

- If you instead **offer** two fitness tests to **signed** members, with a given amount of time between the tests, where you offer your members to track and evaluate their fitness improvements, you will:
  - Increase number of memberships, since you remove it from the application process
  - Perform fewer fitness tests in total
  - Generate higher satisfaction among members since only members who wants to perform the fitness test, do the test