



# Musclehub Fitness Test A/B Results

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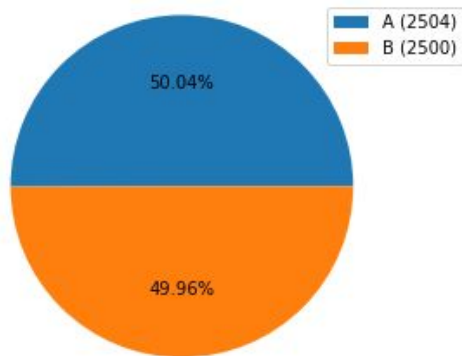


# Methodology

- We examined the effect of fitness tests on membership rates
  - Group 'A' went through the traditional steps of an initial fitness test, an application, and then membership
  - Group 'B' skipped the fitness test and were given applications immediately

# Dataset and Visitor Surveys

- We included a total of 5004 visits
  - Group 'A': 2504 visits
  - Group 'B': 2500 visits



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

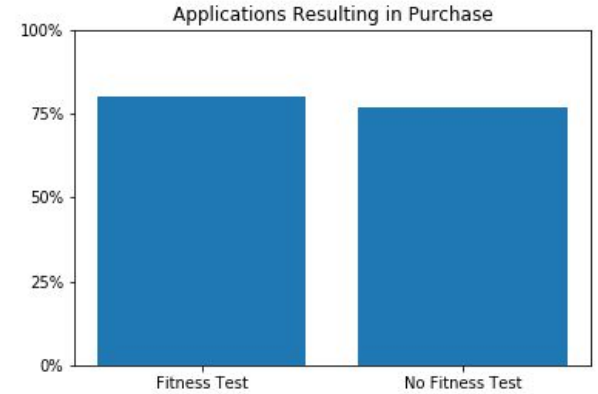
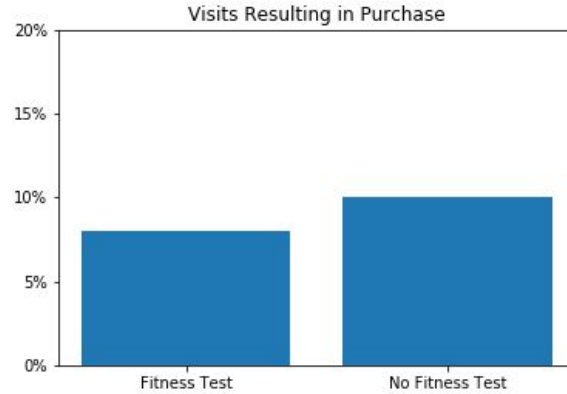
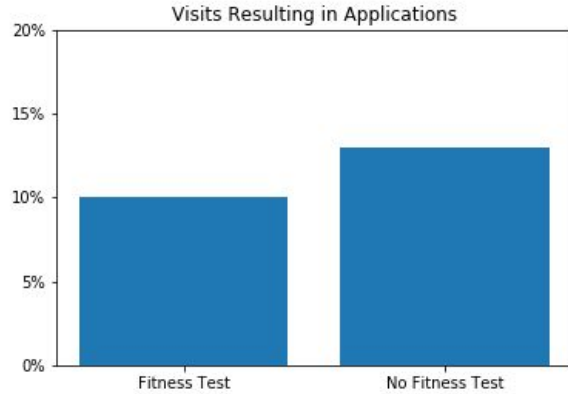
When I walked into MuscleHub I wasn't accosted by any personal trainers trying to sell me some mumbo jumbo, which I really appreciated. Down at LiftCity they had me doing burpees 30 seconds after I walked in the door and I was like "woah guys slow your roll, this is TOOOO much for Jesse!" - Jesse, 35

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

The people [at MuscleHub] were suuuuuper 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

# Quantitative Data



## Testing Results

*Chi Squared Dependency tests determine if the difference between two samples is statistically significant, telling us whether the fitness test has a meaningful impact on whether a visitor purchases a membership.*

Testing revealed no significant difference in the effect of the fitness test at any stage of the process.



# Summary of Customer Surveys and Recommendations

While some customers claimed to appreciate the fitness tests, others said either that they were glad they did not have to do a test or that they disliked the test. Since there is no significant effect on membership, the decision on whether to continue fitness tests for new visitors should be made based on the culture we intend for our gym.

Do we want to attract customers who are intense and dedicated to the gym (and thus would appreciate the tests and personal training), or would we rather attract people simply looking for an easy place to workout? This decision should be made with the current disposition of our clientele in mind.