A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is light green. They are positioned diagonally, with the blue one partially covering the green one.

Musclehub:  
To Fitness test or  
not to fitness test,  
that is the question



# The Trial

We wanted to see if the fitness test was creating a barrier for membership. We decided to create a test to determine the effectiveness of the fitness test.

Sample Size: 5004

A: took fitness test with a trainer  
2504 people

B: skipped the fitness test and applied  
2500 people



# Datasets

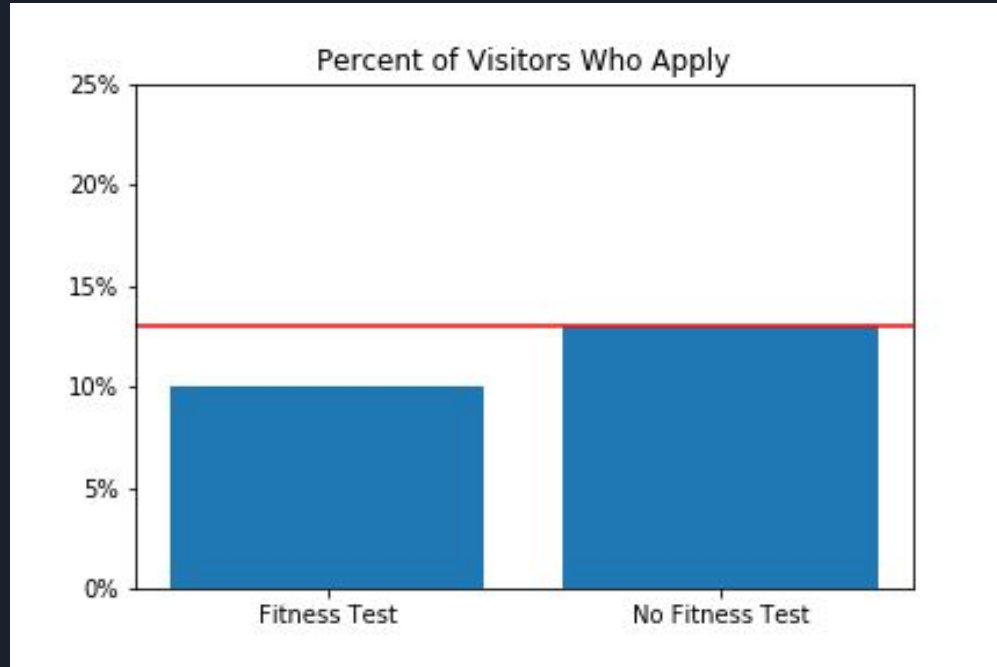
**Visits:** potential customers who have visited Musclehub

**Fitness Tests:** potential customers who were given fitness tests

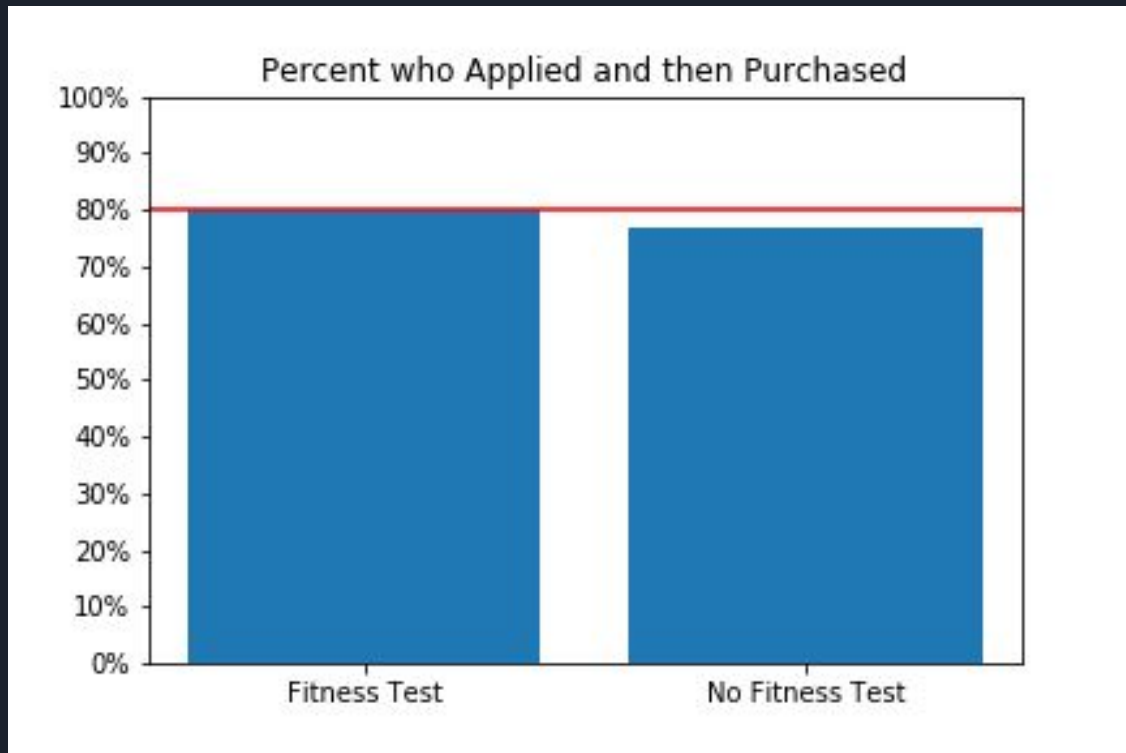
**Applications:** any potential customers who filled out an application

**Purchases:** customers who purchased a gym membership

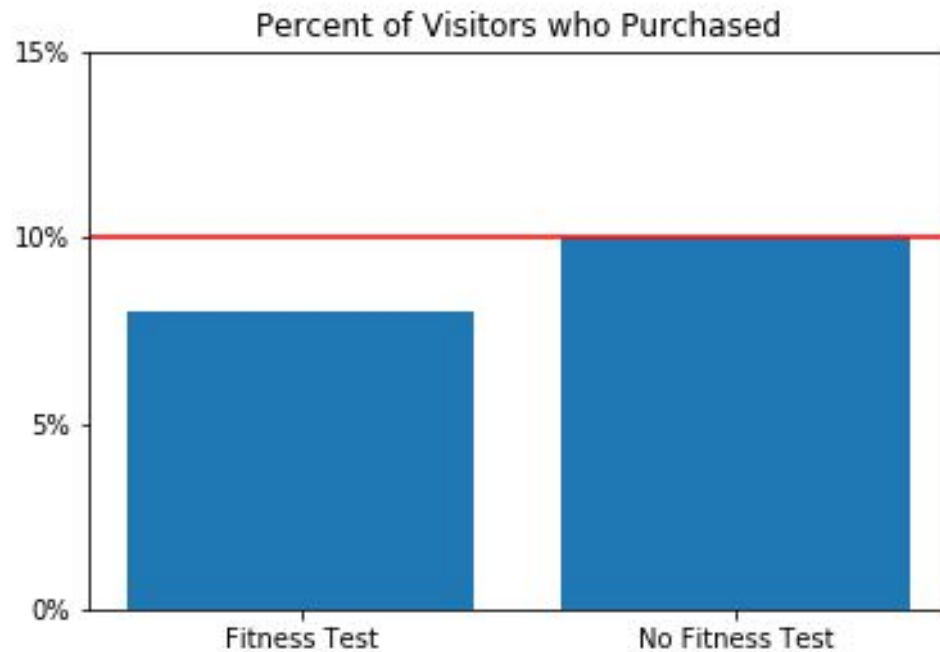
# Visitors who Completed an Application



## Visitors who Completed an Application and then Purchased a Membership



## Visitors who Purchased a Membership





# Chi Square Testing

We utilized the Chi Square testing in order to check the significant differences because there were more than two categorical datasets, e.g. Members, Non Members and each within the two groups.



# Synopsis

There was a statistically significant difference between the groups on completing the application. Group B's completion rate was 13% while A's was 9.98%

There was no significant difference between the groups once an application was completed. Both fell near 80% purchasing after completing the application

We saw a significant difference in visitors who ended up purchasing a membership. Those who skipped the fitness test were more likely to purchase a membership.





# Recommendation

Change the fitness test from mandatory to optional to have more people fill out an application. I would personally recommend letting people opt into the fitness test as a perk of becoming a first time member. Once potential clients have filled out the application , they are highly likely to join the gym.