MuscleHub

Fitness Tests and membership rate

T S

1

Outline

- An A/B test was performed on 5004 visitors
- Testing membership rate when a visitor does or does not take a fitness test on their first visit
- Results indicate significate level proving greater number of memberships results from no fitness test

2

Numbers

- 5004 visitors
  - 2504 visitors – undertook fitness test (**group A**)
  - 2500 visitors – no fitness test (**group B**)
    - 250 from group A filled out application
    - 325 from group B filled out application
- 200 visitors from group A become members
- 250 visitors from group B become members

3

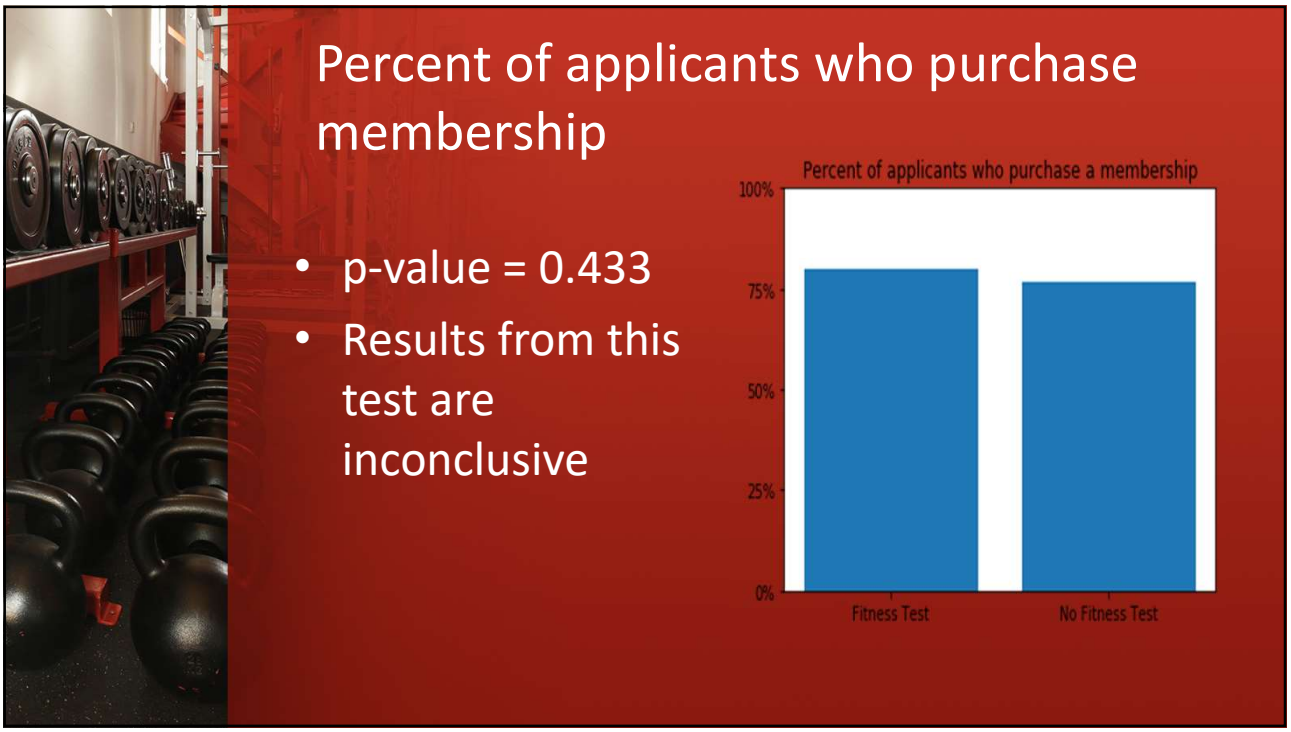
Chi-Square Test

- Used for categorical data
- Two hypotheses are:
  - H_o ➔ Fitness test's increase memberships
  - H_1 ➔ Fitness test's do not increase memberships
- Significate level of 5% - if p-value is less than 5%, results are not random.
  - Where p-value < 0.05, reject H_o
  - Where p-value >= 0.05, reject H_1

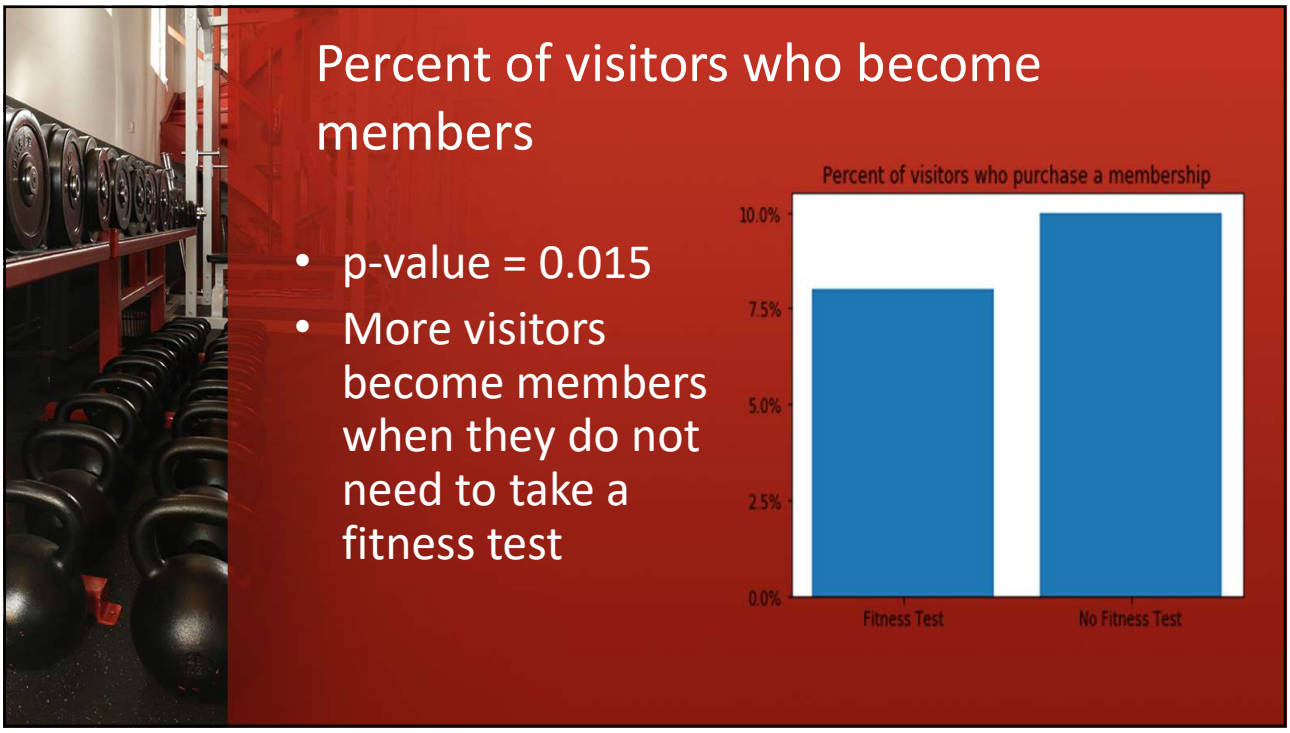
4


Percent of visitors who apply
Percent of visitors who apply
15%
10%
5%
0%
Fitness Test
No Fitness Test

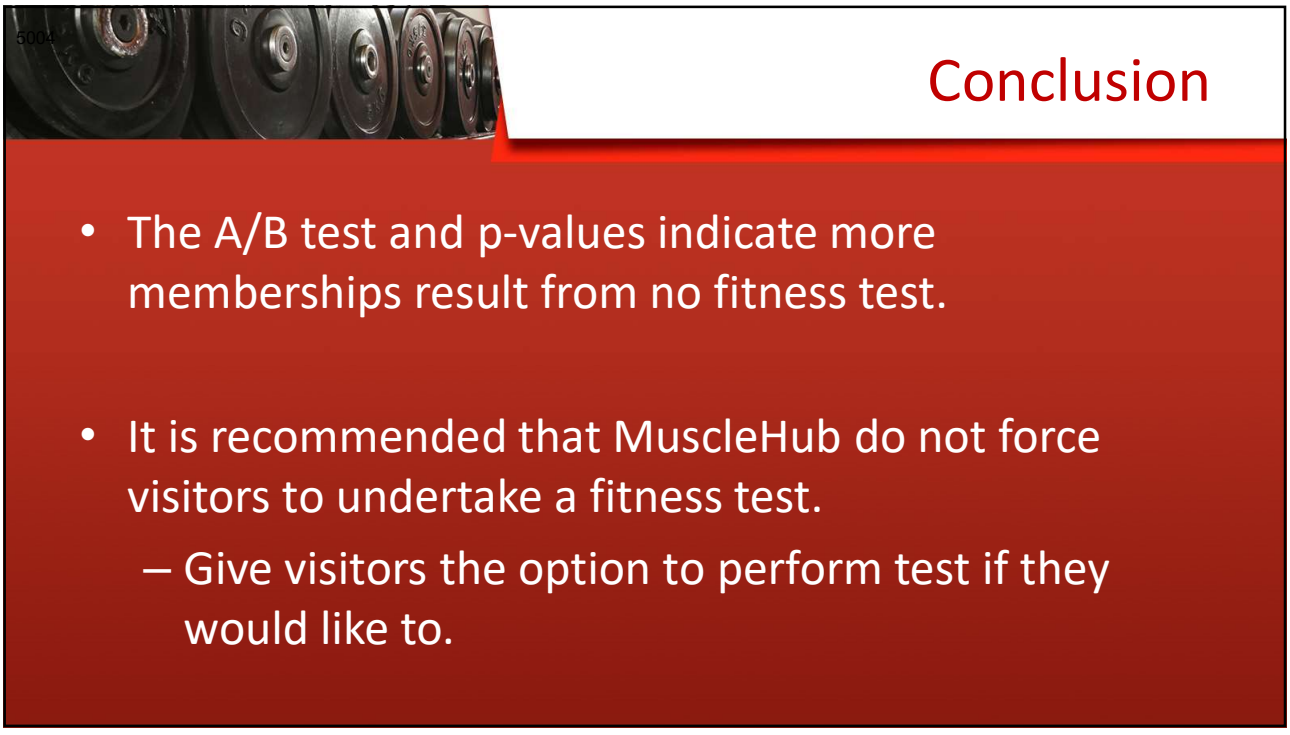
5


Percent of applicants who purchase membership
Percent of applicants who purchase a membership
100%
75%
50%
25%
0%
Fitness Test
No Fitness Test

6


Percent of visitors who become members
p-value = 0.015
More visitors become members when they do not need to take a fitness test
Percent of visitors who purchase a membership
10.0%
7.5%
5.0%
2.5%
0.0%
Fitness Test
No Fitness Test

7


5004
Conclusion
The A/B test and p-values indicate more memberships result from no fitness test.
It is recommended that MuscleHub do not force visitors to undertake a fitness test.
Give visitors the option to perform test if they would like to.

8