

# To Test or Not to Test....

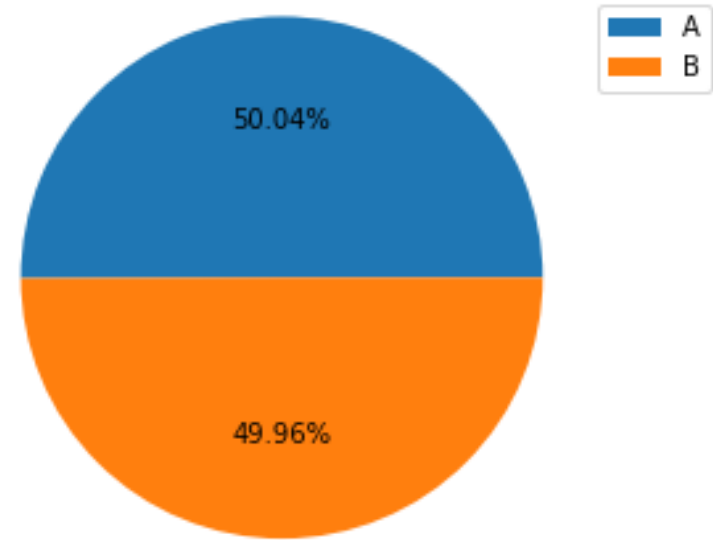
Analyzing the impact of fitness tests  
on membership conversion

# Analysis Overview

- In this analysis we conducted an A/B test to determine what type of impact (if any) asking visitors to take a fitness test has on converting them to new MuscleHub members
- The test consist of measuring conversion rates for two groups of visitors:
  - **Group A:** individuals who visit MuscleHub and are invited to take a fitness test
  - **Group B:** individuals who visits MuscleHub and are invited to proceed directly to filling out the membership application

# The Data

- The information gathered corresponds to a group of 5,004 unique visitors to MuscleHub for the period between July 1, 2017 and September 9, 2017
- Half of the visitors were asked to take the fitness test (group A) and the other half (Group B) were asked to fill out application (skipping the fitness test)



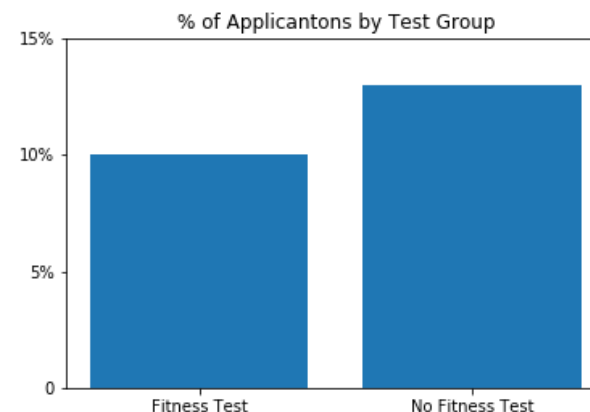
# Conversion Rates and Statistical Tests

- **Result:** visitors in Group B (those not asked to perform fitness tests) are more likely to fill out a membership application.
  - However, once applications are filled out, visitors for both groups are just as likely to purchase a membership
- We used a chi-squared test to determine the significance of our results
  - The chi-squared test is appropriate when comparing more than one group where we measure a binary outcome (i.e., purchase membership or doesn't purchase membership)
- The following slide displays the conversion rates and where we found statistical significance....

- Percent of visitors who fill out a membership application :

- No fitness test: 13%
- Fitness test: 10%

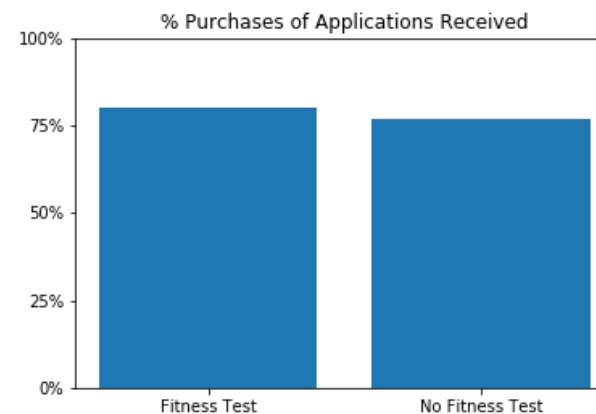
Statistically significant difference



- Percent of applicants who purchase a membership:

- No fitness test: 76%
- Fitness test: 80%

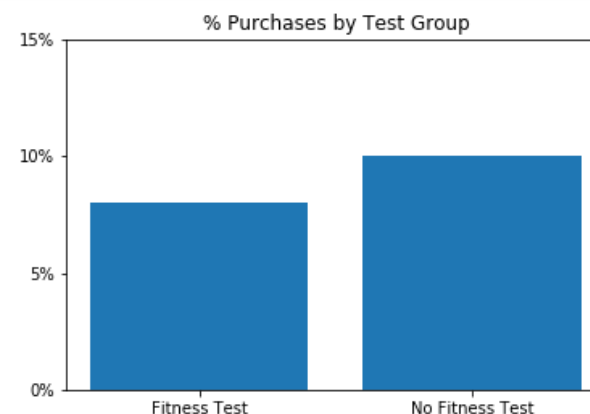
Not a statistically significant difference



- Percent of overall visitors who purchase membership:

- No fitness test: 10%
- Fitness test: 8%

Statistically significant difference



# Visitors Interviews

- Measured conversion rates and their significance seem to “fit” the feedback received from visitors who had comments along the following lines:
  - Fitness tests are too “intense”
  - Prefer less pressure through sign-up process
  - However, for certain customers (1 out of 4 interviewed) there’s a positive response to fitness tests

# Recommendation

- The results seem to indicate that asking people to take a fitness test lowers the likelihood of their filling out an application
- Once the application is filled out, both groups are just as likely to purchase a membership
- Therefore, we recommend that MuscleHub focus on generating more volume of applications by only asking visitors to fill out the application (i.e., no longer asking them to take a fitness test)