



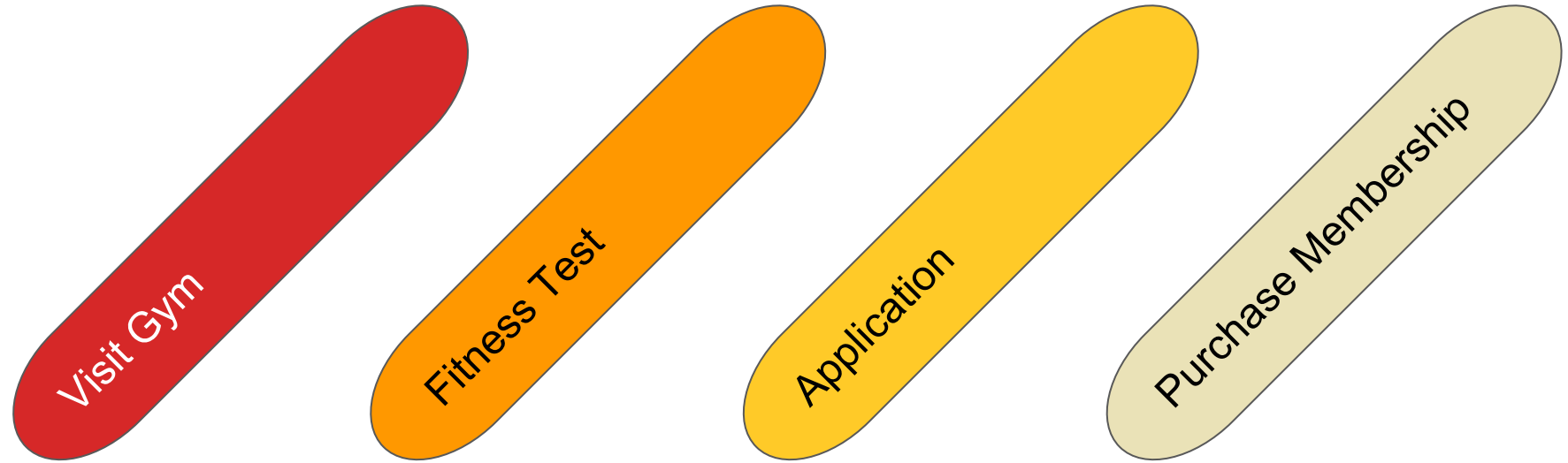
MuscleHub

A/B Test

Current Journey from Visitor to Member

Currently, when a visitor to MuscleHub is considering buying a membership, he or she follows the following steps:

Current Journey from Visitor to Member



Does the fitness test intimidate some prospective members?

Let's gather information through an A/B test.

Visitors will randomly be assigned to one of two groups:

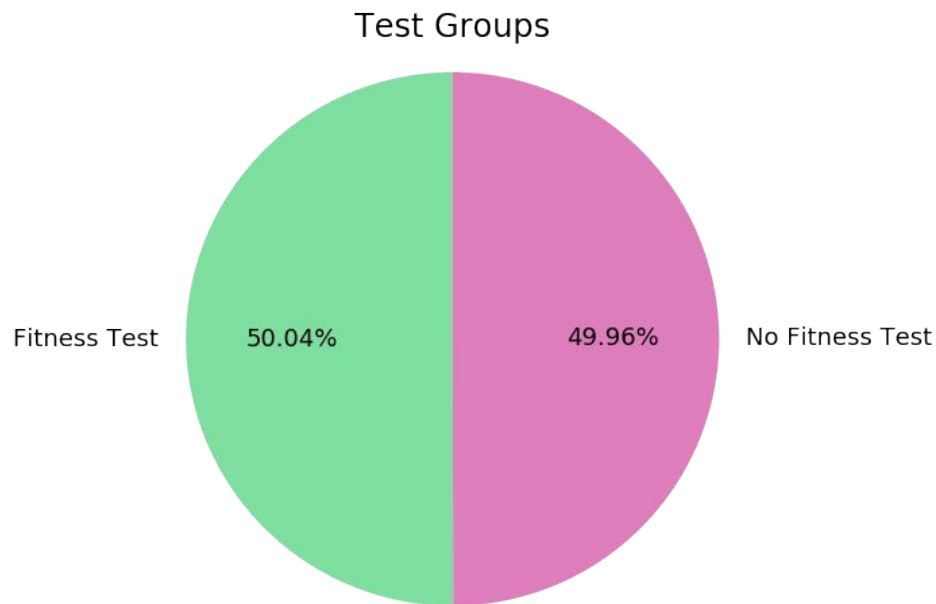
- Group A - take a fitness test with a personal trainer
- Group B - skip the fitness test and just fill out application

How did we use our data to make our tests?

-
1. Groom Data
 - a. Created one large dataset from four separate tables
 2. Investigate our groups (make sure they were evenly split)
 3. Determine who filled out applications
 4. Determine who purchased a membership

Investigate our Groups

Since July 1, 2017 there were 5004 total visitors to Muscle Hub gym.



Hypothesis

Visitors assigned to Group B (No Fitness Test) will be more likely to eventually purchase a membership to MuscleHub.

How did we evaluate the groups?

To test this, we used a Chi Squared test to see if the difference between several different categories were significant ($p > 0.05$) or not ($p < 0.05$).

Our Tests



Test #1

Visitors who Applied

Of the total number of applicants,

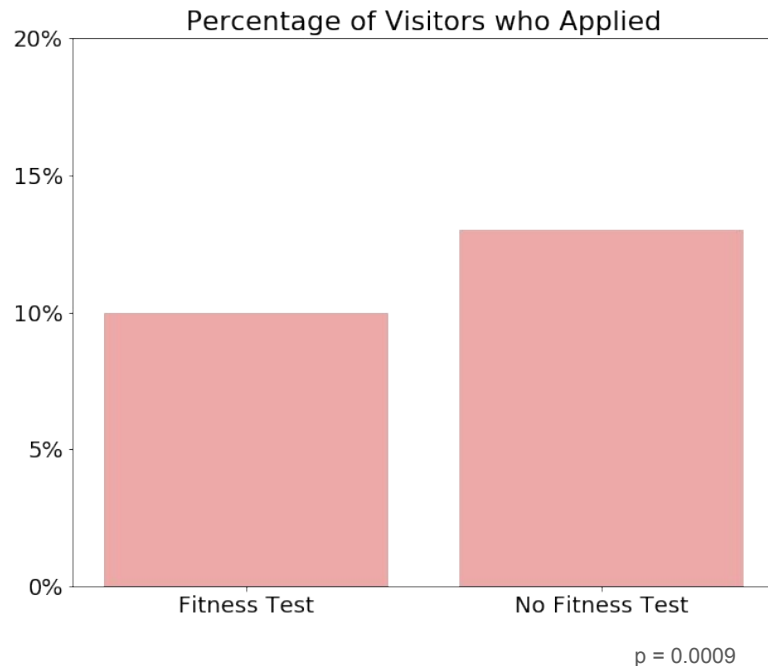
Was there a significant difference between:

1. Taking a Fitness Test
2. Not taking a Fitness Test

Test #1

Visitors who Applied

Results



There is no significant difference in applicants whether they took a Fitness test or not.

Test #2

Applicants who became Members

Of the total number of applicants,

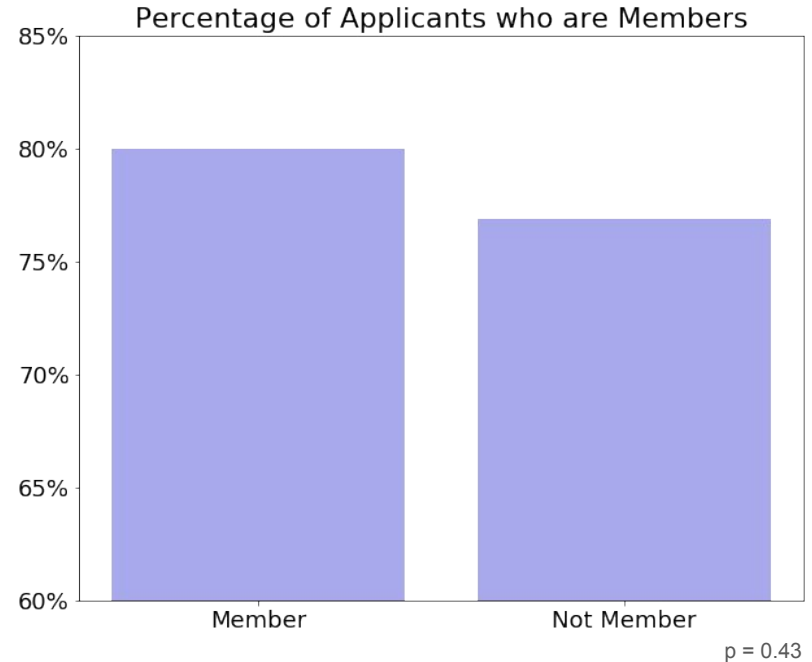
Was there a significant difference between:

1. Becoming a Member
2. Not becoming a Member

Test #2

Applicants who became Members

Results



There is a significant difference between Applicants who become Members vs. those who do not.

Test #3

**All Visitors who
became
Members**

Gut Check - Of the total number of Visitors,

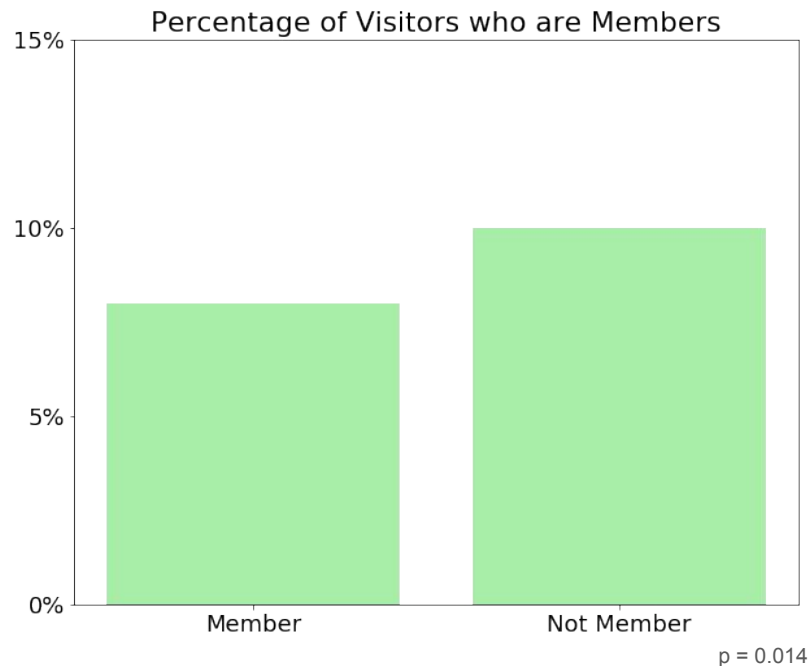
Was there a significant difference between:

1. Becoming a Member
2. Not becoming a Member

Test #3

All Visitors who
became
Members

Results



There is no significant difference between everyone who visits (not just applicants) and who become Members vs. those who do not.

Do our results match what people say about MuscleHub?

“MuscleHub’s introductory fitness test was super helpful for me!”

- Cora, 23, Hoboken

“When I walked into MuscleHub I wasn’t accosted by any personal trainers trying to sell me some mumbo jumbo, which I really appreciated.”

- Jesse, 35, Gowaness

Do our results match what people say about MuscleHub?

"I saw an ad for MuscleHub on BookFace and thought I'd check it out! The people there were suuuuper 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."

- Shirley, 22, Williamsburg

"I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it."

- Sonny "Dad Bod", 26, Brooklyn

Recommendation

Visit Gym

Fitness Test (optional)

Application

Purchase Membership

Recommendation

Based on our tests: There is no significant uptick in memberships by having visitors go through a Fitness Test.

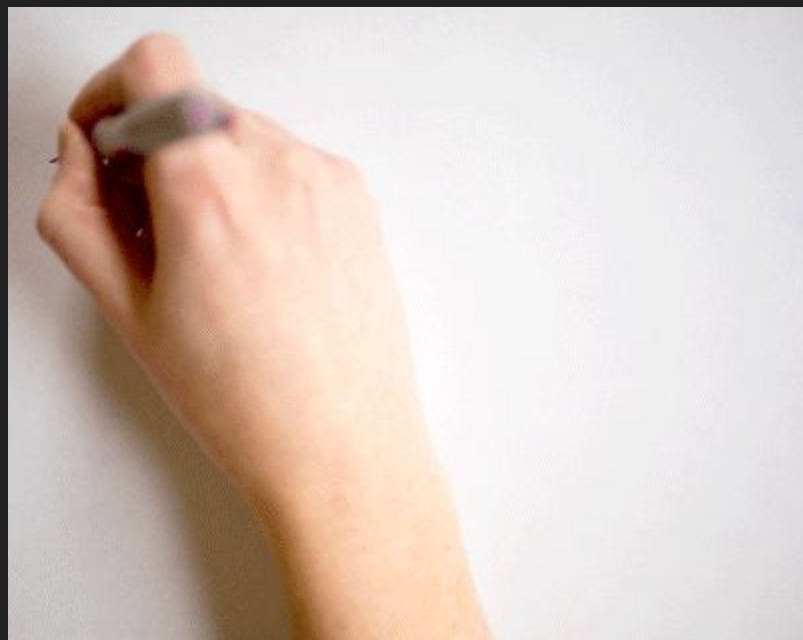
However, people have stated they can be turned off by a Fitness Test if it's required or if it's too intense.

Recommendation

We did find that if a Visitor fills out an application, it is more likely they will purchase a Membership.

Recommendation

We recommend continuing to use the Fitness Test as a sales tactic, but focus more on getting visitors to fill out an application to increase membership purchase.



Appendix



Table of Visitors who Applied

Test Group	Application	No Application	Total	Percent Apply
(A) Fitness Test	250	2254	2504	9.98%
(B) No Fitness Test	325	2175	2500	13.0%

Table of Applicants + Memberships

Test Group	Member	Not Member	Total	Percent Member
(A) Fitness Test	200	50	250	80.0%
(B) No Fitness Test	250	75	325	76.9%

Table of Visitors + Memberships

Test Group	Member	Not Member	Total	Percent Member
(A) Fitness Test	200	2304	2504	7.69%
(B) No Fitness Test	250	2250	2500	10.0%