



Does a Fitness Test Influence Membership Purchase?

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Fitness Tests

Do they increase gym
memberships?

Data shows that customers are more likely to purchase a membership if they do not take a fitness test!



THE PROCESS IS EASY



Customers Were Split Into Two Groups

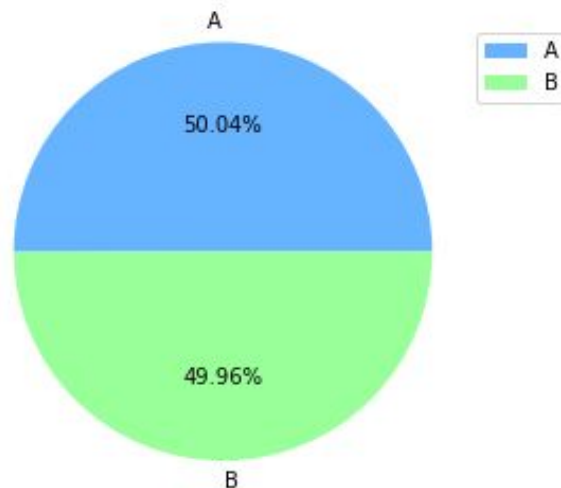
Group A

Customers were asked to **take a fitness test** with a personal trainer

Group B

Customers **skipped the fitness test** and proceed directly to the application

Approximately 5000 customers were part of this study.






Three Datasets Were Tested

- » Customers who picked up an application
- » Customers who picked up an application and purchased a membership
- » All MuscleHub Customers

A **Chi Square Test** was conducted on each dataset to determine a p-value. This test was chosen because there was no expected probability of success, and due to the data's categorical nature.

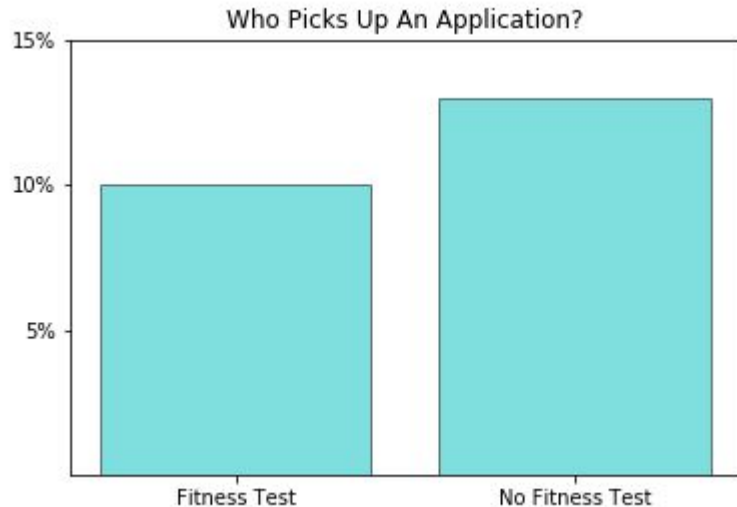


Which Customers Pick up an Application?

Customers are more likely to pick up an application if they did not take a fitness test

Is this a coincidence?

The p-value was less than 0.05, which determines the data to be **statistically significant** and not a coincidence.



Of Those who Picked up an Application, Who Purchased a Membership?

Customers are **equally likely** to purchase a membership after picking up an application whether they took a fitness test or not

Is this a coincidence?

The p-value was approximately 0.05, which determined the data to **not** be statistically significant and most **likely a coincidence**.

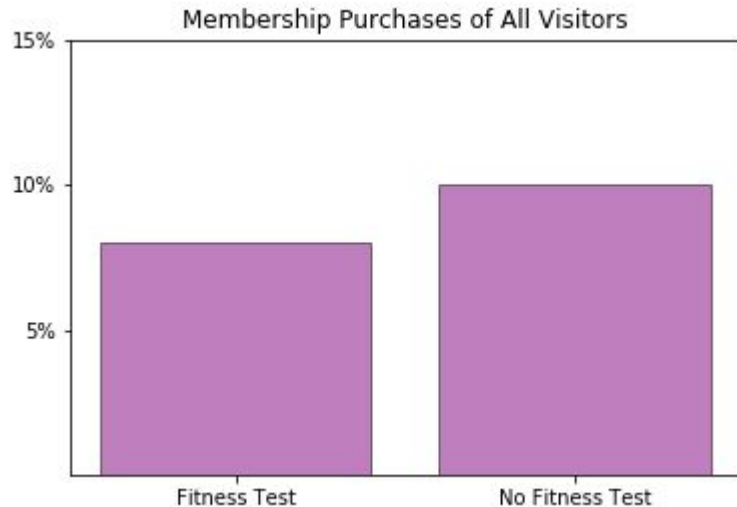


Which Visitors to MuscleHub Buy a Membership?

Customers are more likely purchase a membership if they did not take a fitness test

Is this a coincidence?


The p-value was less than 0.05, which determines the data to be **statistically significant** and not a coincidence.



Customer Reviews of Fitness Test

- » Customers who took the Fitness Test
 - ◇ Felt positive being self competitive with their initial results
 - ◇ Regretted the experience
- » Customers who did not take the Fitness Test
 - ◇ Felt a more friendly and welcoming atmosphere at the gym which influenced their decision to buy a membership


Overall, **customers can feel overwhelmed and intimidated by a fitness test** if it is done too early.



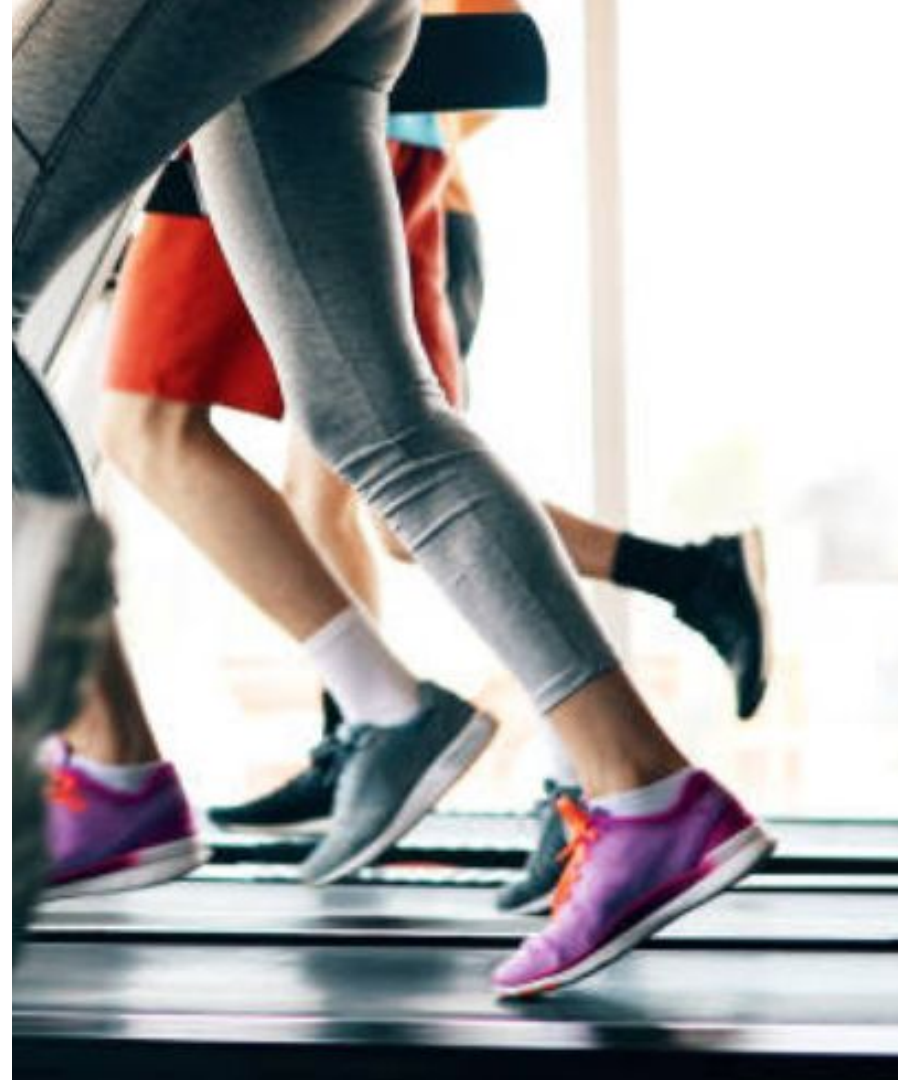
“I saw an ad for MuscleHub on BookFace and thought I'd check it out! The people there were suuuuper friendly and the whole sign-up process took a matter of minutes. I tried to sign up for LiftCity last year, but the fitness test was way too intense. This is my first gym membership EVER, and MuscleHub made me feel welcome.”

- Shirley, 22, Williamsburg





Based on the results of this study,
it is **recommended** that MuscleHub
discontinue fitness tests before
customers pick up an application or
purchase a membership





Thank You!