

MuscleHub

Membership analysis

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Problem

- ▶ Due to recent interviews about the fitness assessment, it has been claimed that the current test was intimidating and discouraging prospective customers.
- ▶ Managerial staff proposed to run A/B testing to run hypothesis.

Data

- ▶ Dataframe consisting of person, contact and indicators of whether or not a fitness assessment was taken.
- ▶ Only data on or after 7/1/2017 was relevant for testing.

Indicator of
assessment taken

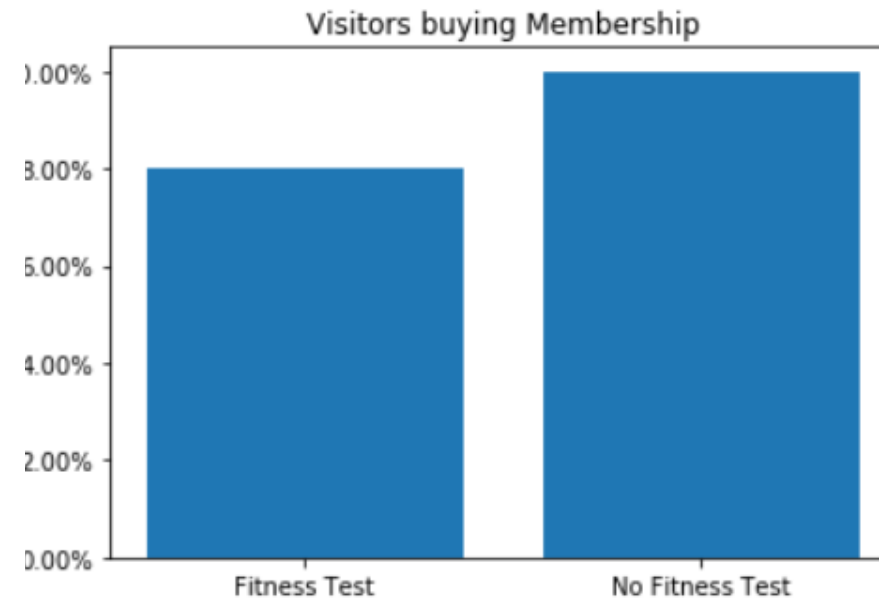
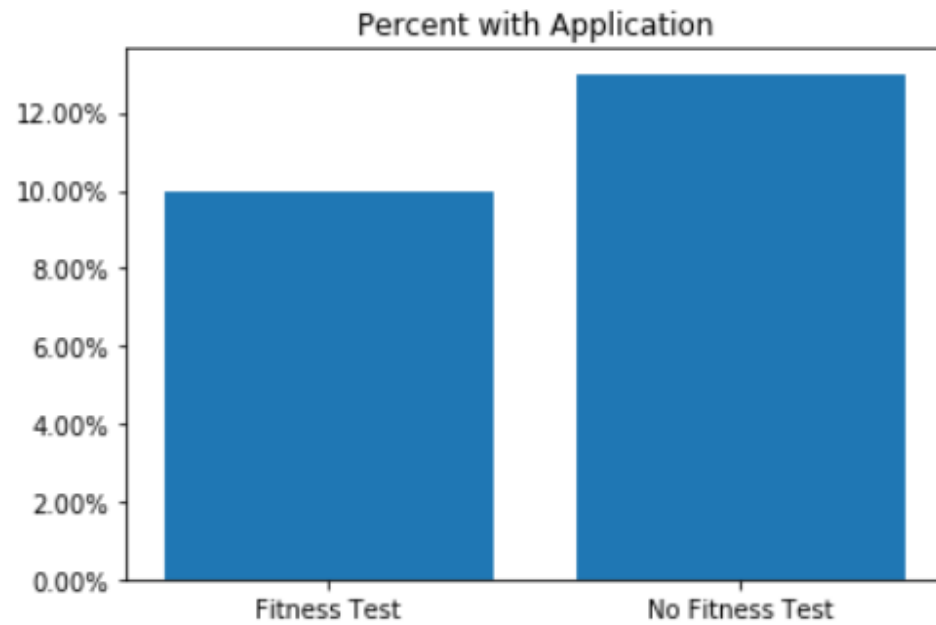


visit_date	fitness_test_date	application_date	purchase_date
7-1-17	2017-07-03	None	None
7-1-17	2017-07-02	None	None
7-1-17	None	2017-07-04	2017-07-04
7-1-17	2017-07-01	2017-07-03	2017-07-05
7-1-17	2017-07-02	None	None

Test/Results

- ▶ Chi-Square test was leveraged.
 - ▶ Multiple categories used in A/B test.
 - ▶ Visits
 - ▶ Applications
 - ▶ Memberships
- ▶ Results showed significant difference in prospective clients getting a membership and whether or not they took a fitness assessment.

Results (cont'd)



Summary

- ▶ Results showed that there was significance the A/B between visitors who took a fitness assessment and signed up for a membership.
- ▶ Recommendations: Redesign fitness assessment that has a lower intensity, or more geared towards a novice athlete.
 - ▶ Incentive for taking a fitness assessment: Those who pass receive a credit towards merchandise or their membership.
 - ▶ Consider removing the assessment altogether.