Increasing membership purchases at MuscleHub

A/B test review, insights, and recommendations

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Janet's Hypothesis = People who do not engage with the fitness test are more likely to purchase a membership.

Datasets used:
- Quantitative = Visit, Fitness Test, Application, and Purchase data including name, email, gender, and date of event
- Qualitative = Interviews with test participants to gain insight into their gym enrollment experiences

Questions to be answered:
1. What percent of visitors apply with/without a fitness test?
2. What percent of applicants purchase with/without a fitness test?
3. What percent of visitors purchase with/without a fitness test?

A/B Test Overview

Why an A/B test?
- Directly compares a variation against a current experience
- Takes the guesswork out of changes to current experience
- Enables data-informed decisions
- Measures the impact that changes have on your metrics

MuscleHub's A/B Test

Group A enrollment experience (2504 users):
1. Take a fitness test with a personal trainer
2. Fill out an application for the gym
3. Send in their payment for their first month's membership

A
50.04%
49.96%
B
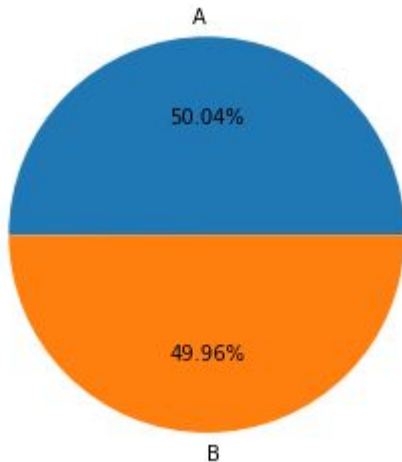
Group B enrollment experience (2500 users):
1. Fill out an application for the gym
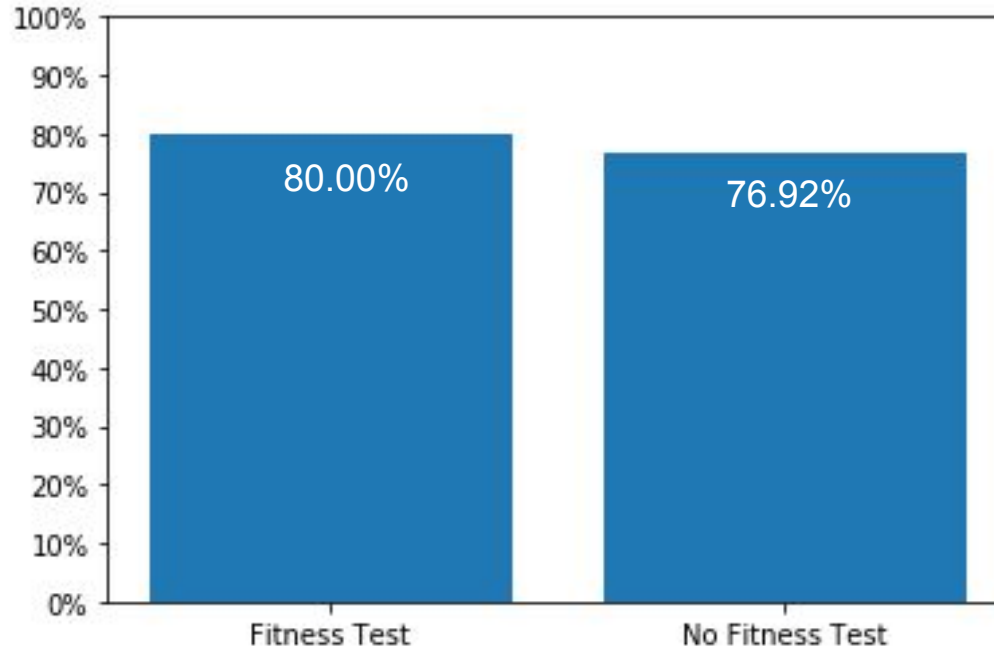2. Send in their payment for their first month's membership

#1 - What percent of visitors applied with/without a fitness test?
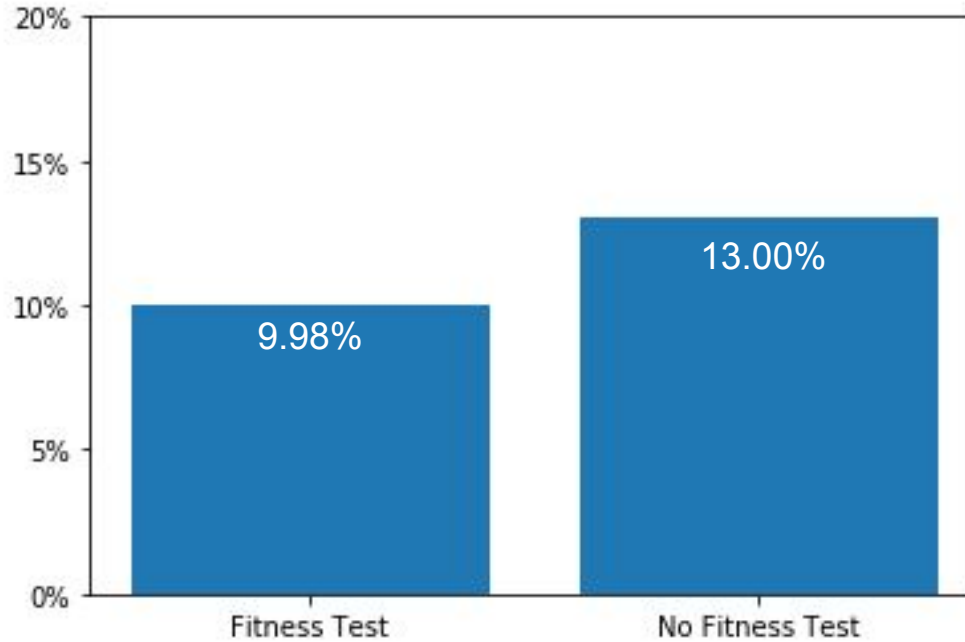
Results accepted as significant.

*For hypothesis testing, I ran Chi Square tests on all three hypotheses. I chose this method because there were two or more categorical datasets I wanted to compare.

#2 - What % of applicants purchased with/without a fitness test?

Results rejected as insignificant.

*For hypothesis testing, I ran Chi Square tests on all three hypotheses. I chose this method because there were two or more categorical datasets I wanted to compare.
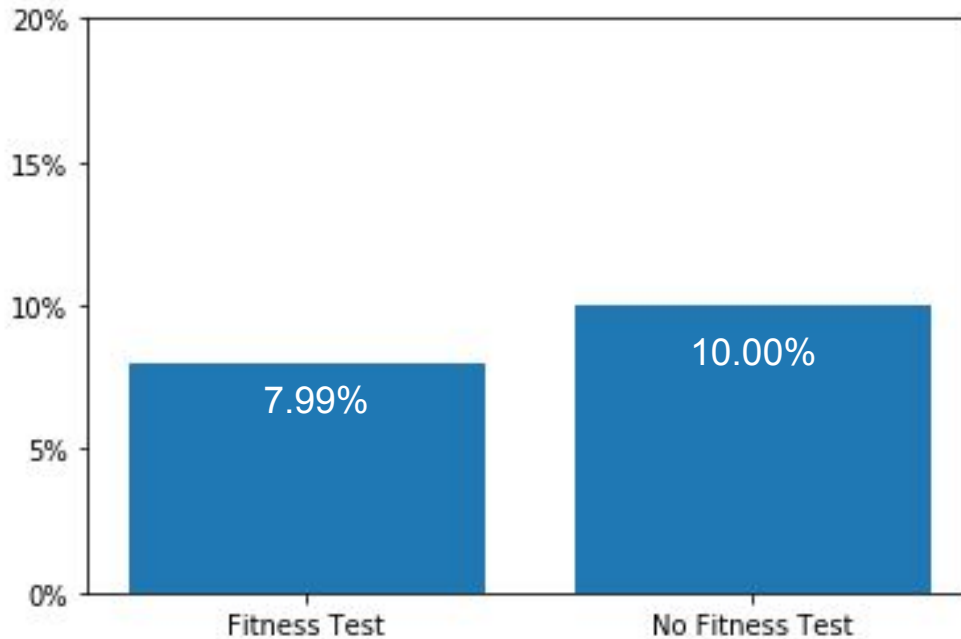
#3 - What % of visitors purchased with/without a fitness test?

Results accepted as significant.

*For hypothesis testing, I ran Chi Square tests on all three hypotheses. I chose this method because there were two or more categorical datasets I wanted to compare.

Qualitative Insights

Fitness test Pros:

- Can be great commitment motivator for some visitors who are goal-oriented in their fitness.

Fitness test Cons:

- Too high a hurdle for visitors who feel overwhelmed by fitness culture.
- Can sometimes be a de-motivator for those who dislike the test they receive.
- Adds time and complexity to the signup process. Some visitors prefer a quick and simple process.

Business Recommendations

➢ Janet's hypothesis that people who do not engage with the fitness test are more likely to purchase a membership has proven to be TRUE.

➢ However, there are still a sizeable number of signups happening WITH the fitness tests, and *some* visitors like experiencing the gym before applying.

Bottom Line:

I recommend that visitors be offered a fitness test as part of their exploration of joining the gym, but not mandated to attend before applying. Focus on reducing barriers to application in messaging and operations. Based on my analysis, I believe this will boost purchases at least 25% if not higher.