Muscle Hub: A/B Testing: What are the effects of a fitness test on our business?

Capstone Project
andreas.bleiker@gmail.com
username: bleikera

# About the study

Research questions:

Is there a significant difference between people who took a test and people who did not take a test with regard to:

- in the number of applications filled in
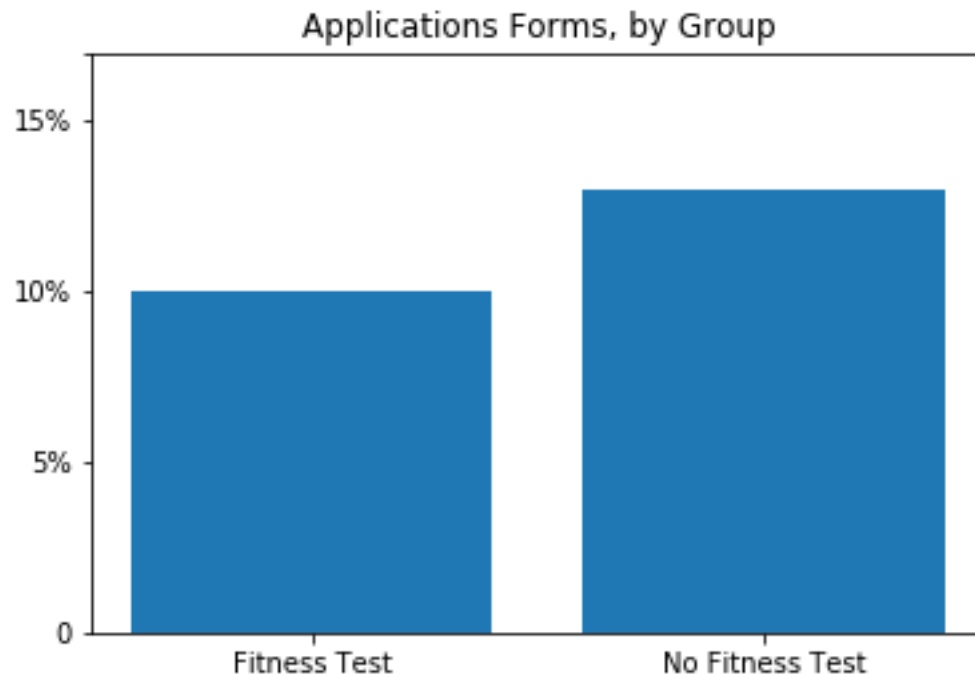- in actual purchases

Data

collected during July and August 2017 from 5000 people who visited Musclehub studios
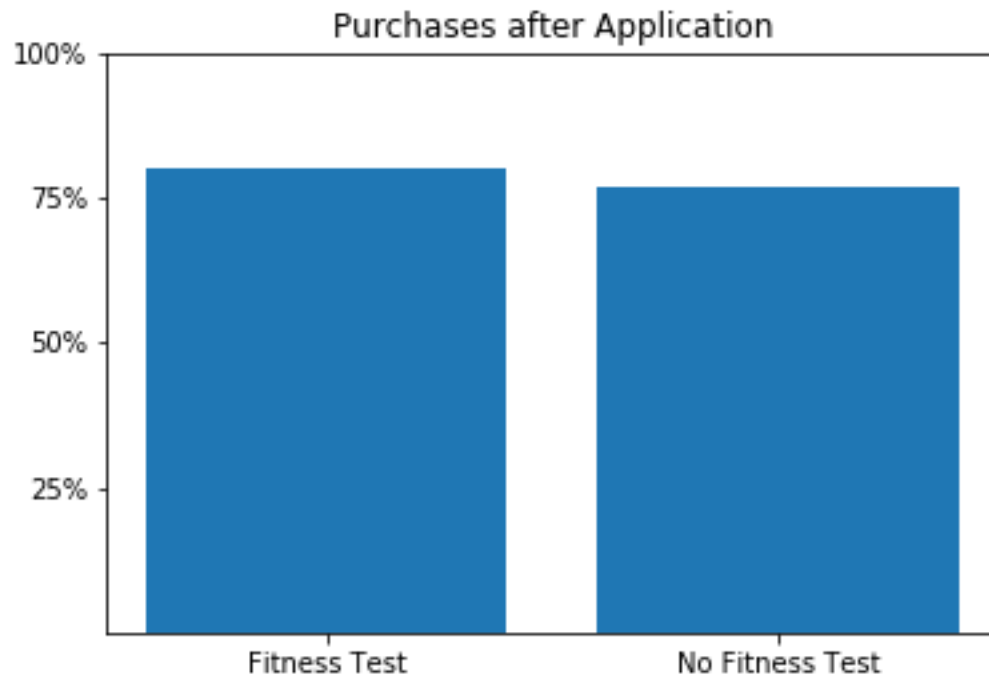
Methodology: A/B Test.

Groups for A-B Tests

with fitness test
without fitness test

50.04

49.96
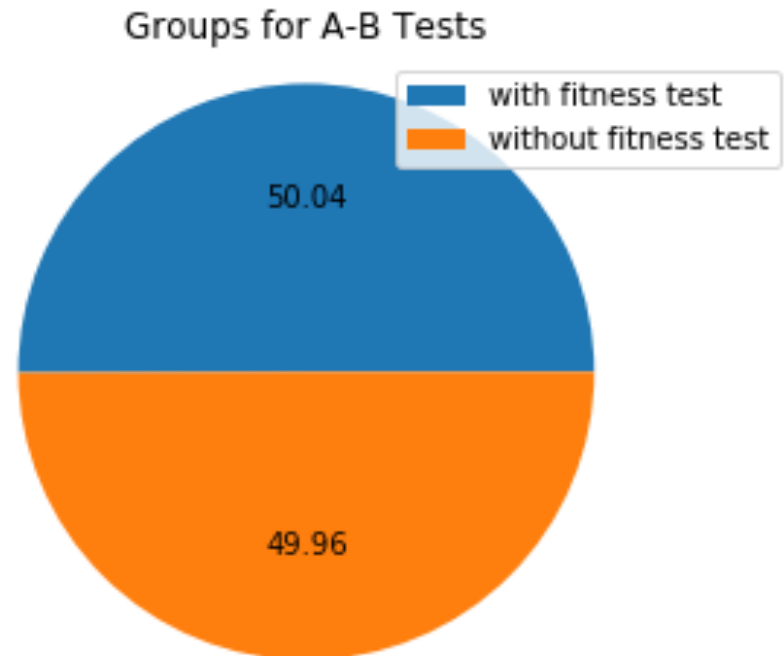
After a fitness test, one is less likely to apply for a membership

- The difference is statistically significant.
  (p-value: 0.001)

Applications Forms, by Group

Once someone filled in an application, a fitness test does not have a significant impact on purchasing a membership
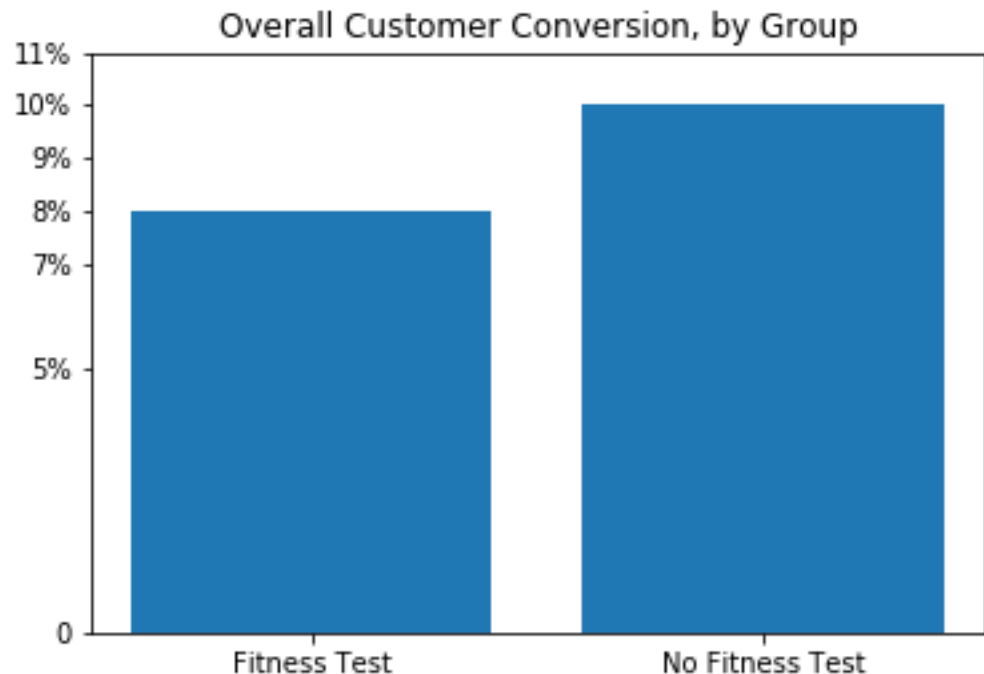

The difference is statistically not significant.
(p-value: 0.433)

Fitness-tests are hurting our business: After a fitness test, significantly fewer people turn into paying members

- The difference is statistically significant.
  (p-value: 0.015)

Overall Customer Conversion, by Group

Summary of Qualitative Interviews

- A couple of interviews with customers show a mixed perspective.

- While some folks stress the value of the fitness test, others are deterred by it.

I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it.
- Sonny "Dad Bod", 26, Brooklyn

… 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

Recommendations

- As the quantitative data suggests, fitness tests are not helping to push sales of memberships.
- The qualitative data however suggests that people with a predisposition for serious training might like the test, while people who are not so sure about the benefits of a membership are rather deterred by a test, as it might make the threshold of signing up even harder.
- As a possible strategy:
  - Don't make the test mandatory. But offer it voluntarily as an option.
  - We do currently not have enough data that this revised strategy might work, but its effects could be tested again after a short collection period of data