

Analysis of Fitness Test for MuscleHub

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A/B test description

- ▶ Determine if fitness test increases purchases
- ▶ Broke visitors into two groups during test period
- ▶ Broke out visitors who picked up an application
- ▶ Broke out visitors who purchased a membership
- ▶ Compare fitness test takers with ones who didn't take a test

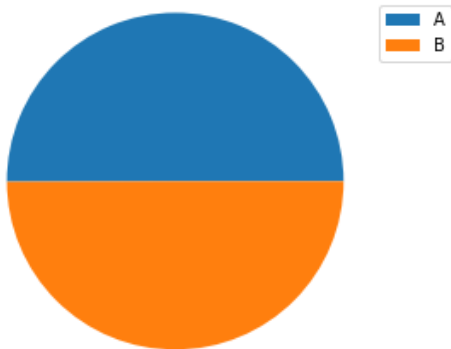
Test data description

- ▶ Four tables:
 - ▶ visits
 - ▶ fitness_tests
 - ▶ applications
 - ▶ purchases
- ▶ Fields in tables:
 - ▶ first_name
 - ▶ last_name
 - ▶ email
 - ▶ gender
 - ▶ date

Test data date field

- ▶ date when event happend named after event:
 - ▶ visit_date
 - ▶ fitness_test_date
 - ▶ application_date
 - ▶ purchase_date

Test data view of A/B groups

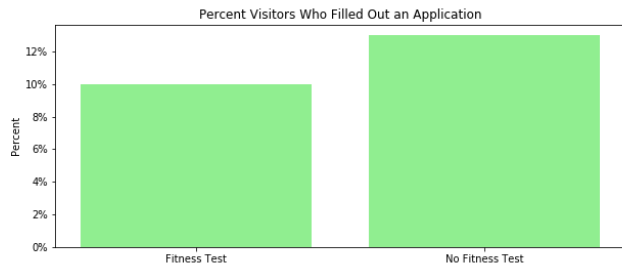


- ▶ groups evenly split between fitness takers and ones who don't

Test results: Visitors getting applications

- ▶ More visitors picked up an application if they didn't take the fitness test
- ▶ Results consistent using Chi Square test
- ▶ Chi Square test used because there are multiple discrete groups

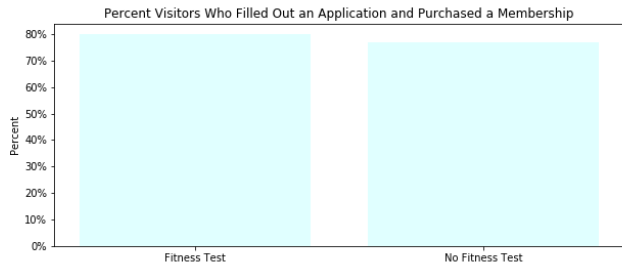
Test results: Visitors getting applications



Test results: Visitors filling out form and purchasing a membership

- ▶ Slightly more visitors filled out an application and purchased a membership if they took the fitness test
- ▶ However, these results were not significant using the Chi Square test
- ▶ Chi Square test used because there are multiple discrete groups

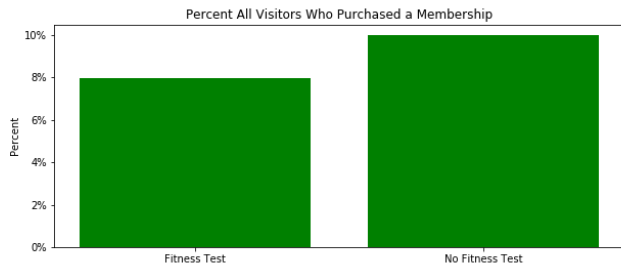
Test results: Visitors filling out form and purchasing a membership



Test results: All visitors who purchased a membership

- ▶ More visitors purchased a membership if they didn't take the fitness test
- ▶ Results consistent using Chi Square test
- ▶ Chi Square test used because there are multiple discrete groups

Test results: All visitors who purchased a membership



Qualitative data summary

- ▶ Two people took the fitness test and two did not
- ▶ In each group, one purchased a membership and one didn't
- ▶ Results regarding fitness test inconclusive
- ▶ Other things besides the fitness test may help getting membership purchases

Recommendation to MuscleHub

Don't use the fitness test as less visitors purchase a membership if they take the fitness test.