



MuscleHub

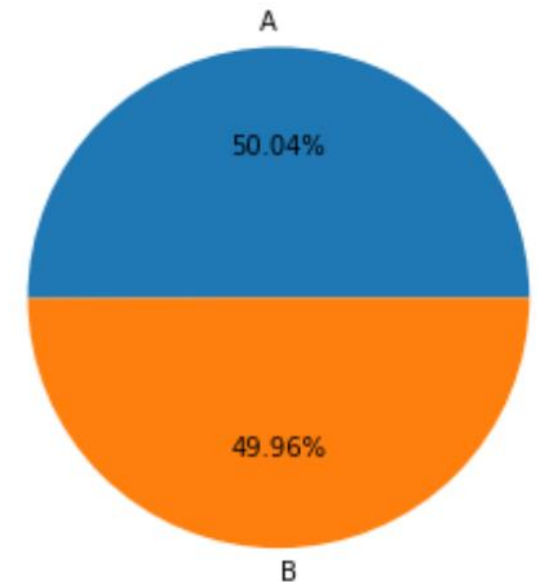
VISITOR FUNNEL ANALYSIS

Fitness Test v. No Fitness Test

- ▶ Study to determine if a fitness test during the sales process generates more memberships
- ▶ As-is condition = Fitness test during sales process
- ▶ Tested condition = No fitness test during sales process

Data Analyzed

- ▶ Data set starts 7/1/2017 at which point half the visitors to MustleHub have been given a fitness test and half were not given the test
- ▶ Data set includes the following
 - ▶ First name, Last name, email, visit date, test date, application date, purchase date
- ▶ Reminder: 'A' condition = Fitness test, 'B' condition = No test



Total Visitors in Each Category

Analysis

- ▶ Sales stages reviewed:
 - ▶ Visitors who submit applications to join the gym
 - ▶ Applicants who purchase memberships
 - ▶ Total visitors who purchase memberships
- ▶ Statistical Test
 - ▶ Binomial test used to test “to-be” condition ('B') to the “as-is” condition ('A')
 - ▶ Binomial test null hypothesis – no difference between data sets
 - ▶ P-Value < 0.05 null hypothesis rejected = significant difference between data sets

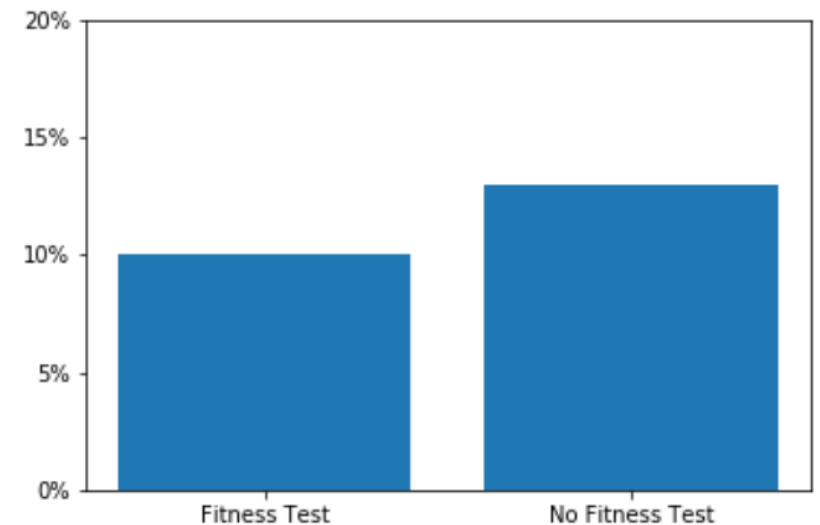
Visitors Who Submit Applications to Join the Gym

► Summary

AB Test Group	Applied	Did not Apply	Total	Percentage
A	250	2254	2504	9.98%
B	325	2175	2500	13%

- Binomial test results – P Value = $1.25738143014e-06$
- Null Hypothesis rejected – Significant difference between test groups

Percentage of Visitors who Applied



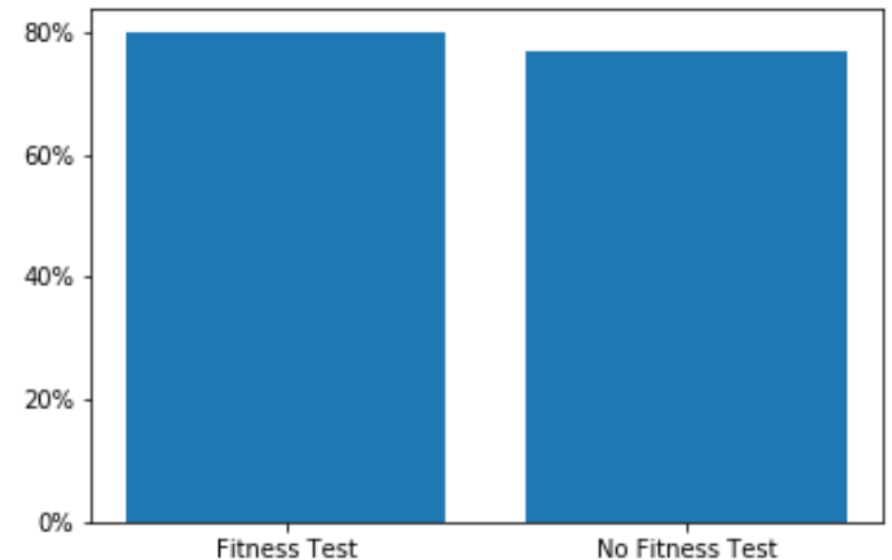
Applicants Who Join Gym

► Summary

AB Test Group	Purchased	Did Not Purchase	Total	Percentage
A	200	50	250	80%
B	250	75	325	76.9%

- Binomial test results – P Value = 0.165719848039
- Null Hypothesis not rejected – No significant difference between test groups

Percentage of Applications who Purchased Memberships



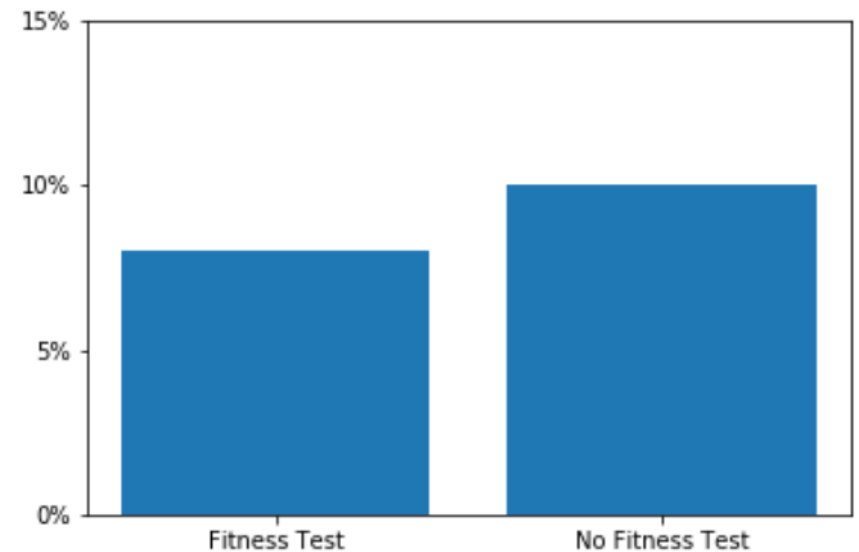
Visitors Who Join Gym

► Summary

AB Test Group	Purchased	Did Not Purchase	Total	Percentage
A	200	2304	2504	7.98%
B	250	2250	2500	10%

- Binomial test results – P Value = 0.000294707140011
- Null Hypothesis rejected – Significant difference between test groups

Percentage of Visitors who Purchased Memberships



Recommendation

- ▶ Testing shows increase of membership purchases due to the suspension of the fitness test requirement
- ▶ Recommend suspending fitness test requirement