

A/B Testing



User research for MuscleHub by Carmel Hassan

Summary

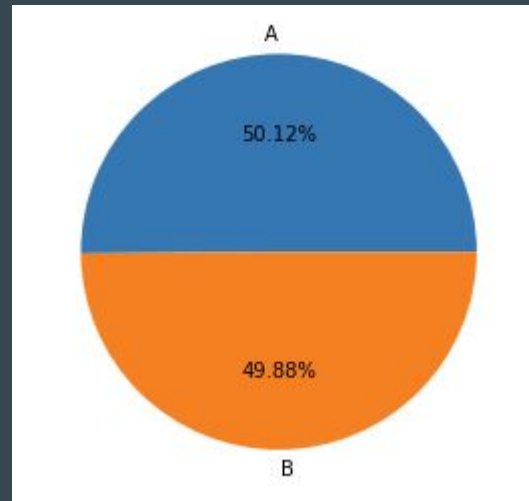
We've run an A/B Test on visits to MuscleHub in order to know whether the Janet's hypothesis was true.

***Hypothesis:** Visitors assigned to Group B (the ones who skipped the fitness test) are more likely to purchase a membership*

After executing the analysis we can conclude that applying for membership didn't have any impact when it comes to pay for it, but based on the behaviour of all visitors, the hypothesis is true, meaning that the fitness test may impact on the chances to finally pay the membership (because it has an impact on the people who apply the membership).

Background

- Test was executed over more than 5000 people
 - Group A: 2509 (take the test)
 - Group B: 2497 (skipped the test)
- There were similar amount of men and women
 - Male: 48.74%
 - Female: 51.26%
- The percentages of people who applied from each group was really small
 - Group A: 0.099641
 - Group B: 0.130156



Hypothesis testing

I decided to go with the Chi Square Test because the dataset was composed by three discrete categories (and binomial test was not enough to compare them):

1. People who visited MuscleHub
2. People who applied for membership
3. People who purchased it

So I had to compare what happened with people who moved from 1 to 3 and from 2 to 3.

Qualitative Data

- We cannot conclude that the fitness test was decisive to not to purchase the membership
- However, the fitness test was viewed as something challenging
- People have hundred of excuses to not to go to the gym so they will never recognise that they felt intimidated by the fitness test

Recommendations

- Fitness test seems to have an impact on the decision of applying and purchasing for a membership, besides the total percentage of visitors who finally purchase a membership is very low.
- My recommendation is to let people enjoy one free day and then do the test at the second day (this is also testable, we can compare the impact of the first free day at the gym).
- Also try to explain better the purpose of the fitness test, people doesn't like to be judged by they're fitness status, at least not the first day.