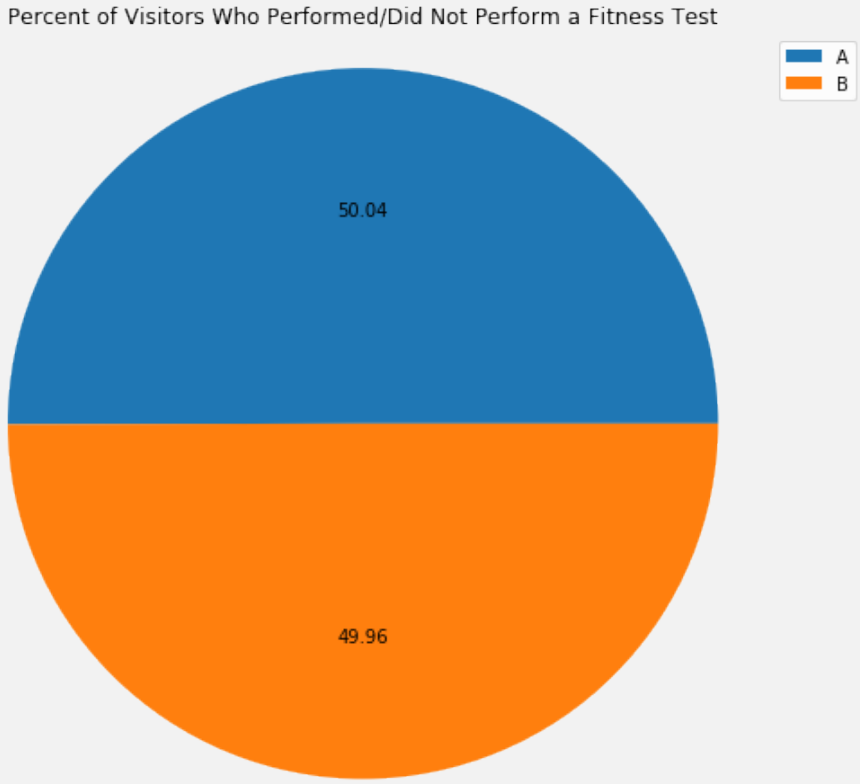
MUSCLEHUB

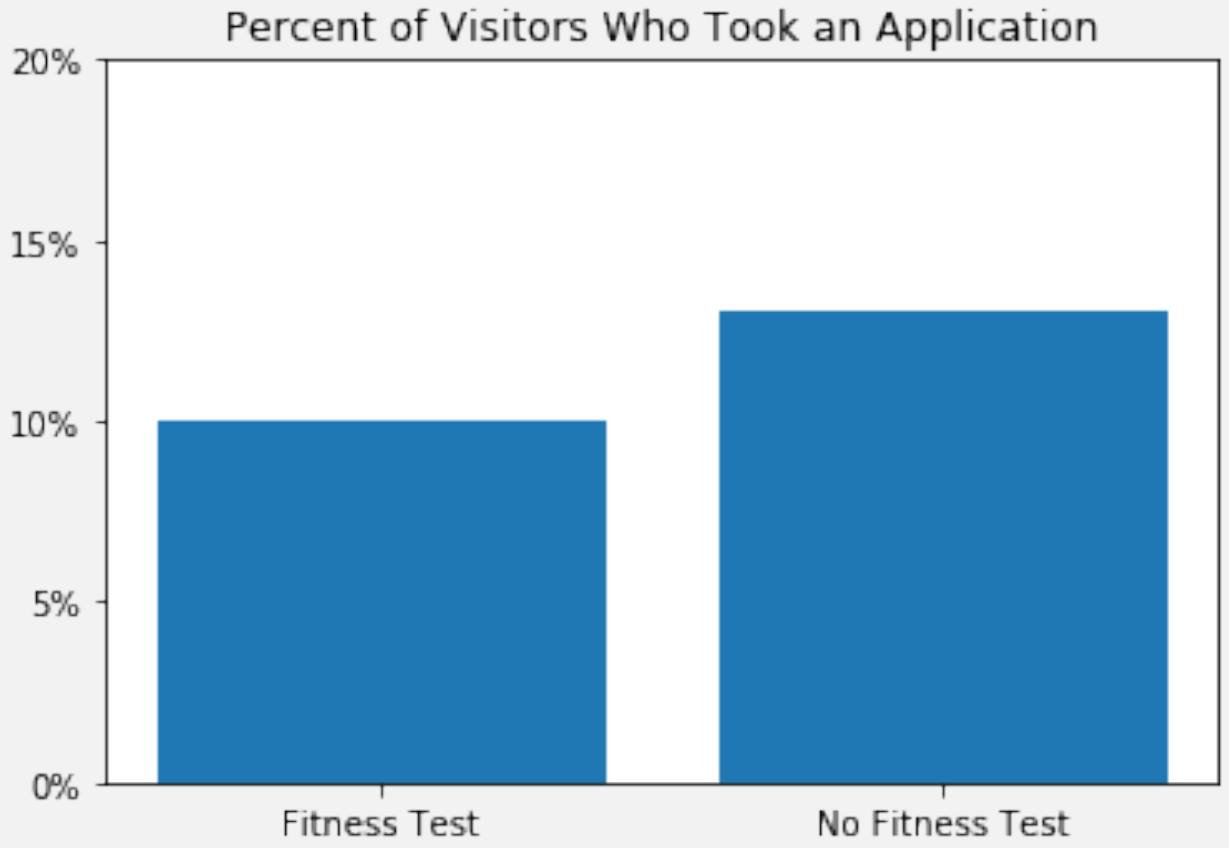
FITNESS TEST OR NO FITNESS TEST

By Carol Havdala

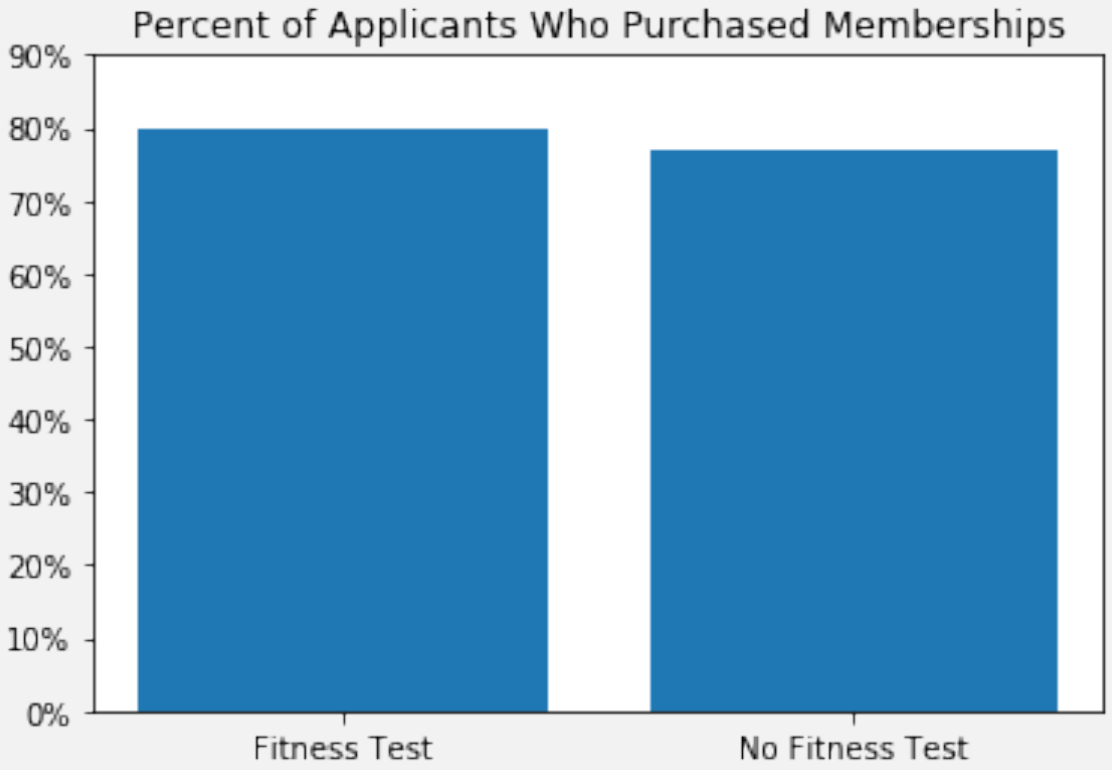
50.04% OF VISITORS PERFORMED A FITNESS TEST
49.96% OF VISITORS DID NOT PERFORM A FITNESS TEST



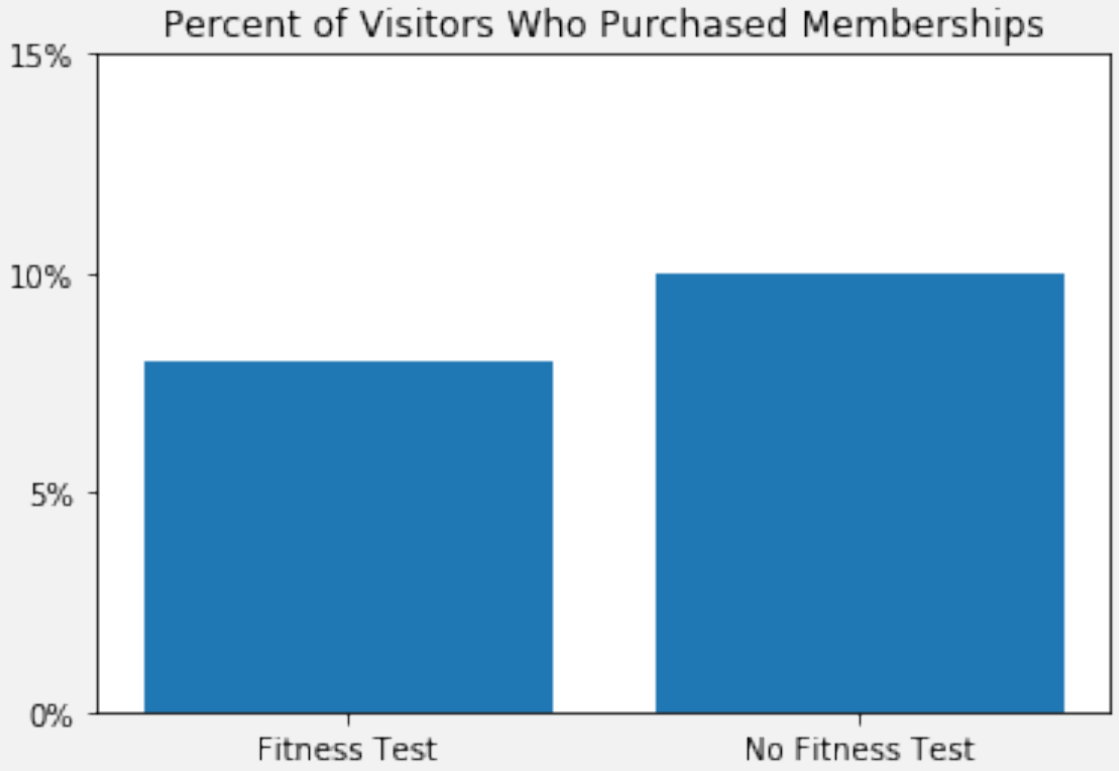
BASED ON THE DATA, A HIGHER PERCENTAGE OF VISITORS WHO TOOK AN APPLICATION HAD NOT TAKEN THE FITNESS TEST. THE DIFFERENCE HERE IS SIGNIFICANT.



BASED ON THE DATA, A SLIGHTLY HIGHER PERCENTAGE OF APPLICANTS WHO TOOK THE FITNESS TEST ACTUALLY PURCHASED A MEMBERSHIP. HOWEVER, THIS DIFFERENCE IS NOT SIGNIFICANT.



BASED ON THE DATA, A HIGHER PERCENTAGE OF VISITORS WHO DID NOT TAKE A FITNESS TEST ACTUALLY PURCHASED A MEMBERSHIP. THIS DIFFERENCE IS SIGNIFICANT.



CONCLUSION

- Approximately half of the people that visited Musclehub took the fitness test and the other half did not.
- The probability that a visitor will purchase a membership is significantly higher when they do NOT perform a fitness test.
- The statistical tests showed those who did not take a fitness test were more likely to take an application and purchase a membership and those differences were significant.
- Even though the data showed that slightly more people who took the fitness test and who took an application actually joined Musclehub, this difference is not significant.
- RECOMMENDATION: DO NOT HAVE VISITORS PERFORM A FITNESS TEST

DESCRIPTION

- In this project we are trying to determine if more people will join Musclehub if they take a fitness test or if they do not take a fitness test.
- Based on the interviews some visitors were motivated by the fitness test and some were turned off by it.
- The fitness test was not the only reason why people did or did not join Musclehub. Some visitors bonded with the trainers but others were not satisfied with the lack of cleanliness.
- I used a chi squared contingency test because I was able to calculate a benchmark and then compare the actual data to that benchmark. I then used the p-value to determine whether I could reject the null hypothesis and conclude that the statistical difference was significant.
- The null hypothesis was that the fitness test did not have a bearing on whether a visitor purchased a membership or not.