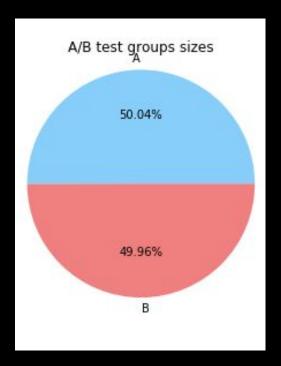


## THE PROBLEM

Analyze 5004 potential MuscleHub customers who were and were not given a fitness test after July 1, 2017 to find out whether it affects sales rates.

Group A - 2504 potential customers given a fitness test.

**Group B** - 2500 potential customers not given a test.



## IMMARY OF DATA

A summary of a dataset and any information that would be a helpful background

#### **Visits**

5004

**Potential** customers after July 1, 2017

#### **Group A**

Fitness test

2504

50.04%

**Application** 

250

9.98%

Purchase

200 🚣

7.98%

#### **Group B**

No Fitness test

2500

49.96% 13.00%

Application

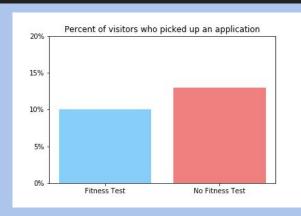
325

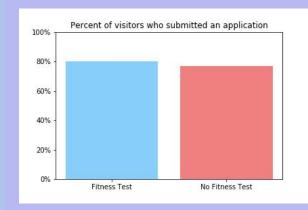
Purchase

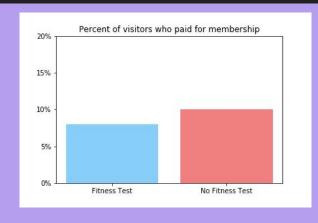
250 🚣

10.00%

## **HYPOTHESIS TESTING**







#### **Chi Square Test**

pval = 0.000964782760072230

**SIGNIFICANCE** 

### **Chi Square Test**

pval = 0.43258646051083327

**NO SIGNIFICANCE** 

#### **Chi Square Test**

pval = 0.014724114645783203

**SIGNIFICANCE** 

# INTERVIEWS OVERVIEW

- 01. Fitness test might be too intense for a first-time comers
- O2. People generally like to start on their own pace and can ask for trainer later on if they'd like to
- O3. People like quick sign-up process
- O4. Some trainers might be doing a bad job during intro sessions.



## RECOMMENDATIONS

- 1. Drop the mandatory fitness test practice.
- 2. Update the sign up process:
  - a. Sign up for membership => pay for 1st month [=> schedule fitness test if they would like to]
- Suggest all new members (after they pay for membership) a free fitness test if they would like to.
  - a. Trainer Rachel was recognized to have a great first impression by one of the interviewees. Ask Rachel to make a meet-up for other trainers and teach them her best practices: intensity of the fitness test exercises, length of session, approach, etc. Then, she could supervise other trainers during their fitness test sessions.