MuscleHub Research

Does the Fitness Test Intimidate Possible Members?

Test Description

- We want to reevaluate the membership process, and see if there is a more effective way of purchasing

- We will put visitors on or after July 1, 2017, into either one of the following groups :

Group A
(Control Group)

- Take Fitness Test
- Fill out an Application
- Send in their payment

Group B
(Experimental Group)

- Fill out an Application
- Send in their payment

*No Fitness Test

Dataset Summary

Visitors Per Group

Group A	2504
Group B	2500

* Started July 1st, 2017

Visitors who Applied

Group A	250
Group B	325

Visitors who Purchased

Group A	200
Group B	250

Example Data Information

First Name	Last Name	Gender	Email	Visit Date	Fitness Test Date	Application Date	Purchase Date	Test Group
Lisa	Kramer	Female	Lisa.Kramer@gmail.com	7-10-17	None	2017-07-14	2017-07-18	B

* Combination of 3 different datasets
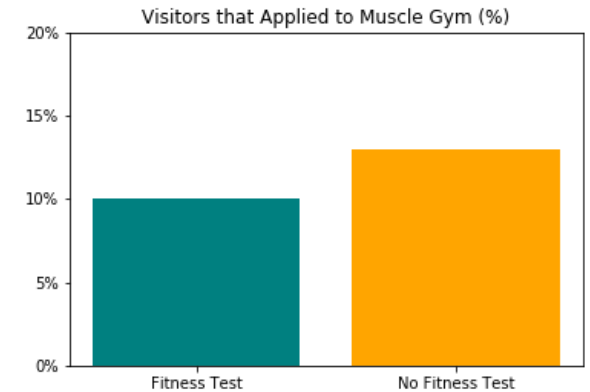
Null Hypothesis 1:

Group B has no significant difference in the number of applications than Group A

	Applied	Did Not Apply	% Applied
Group A	250	2254	9.88
Group B	325	2175	13.00

- There is more than one categorical dataset. We perform a Chi Square Test, which properly compares 2 or more different categorical datasets. In this case, we only have 2: Groups and Applications.
- If the p-value < 0.05, we reject the null hypothesis.

P-Value of Chi Square Test:	0.000965

- We reject the Null Hypothesis. There is a significant difference in the number of applications between Group A and Group B.

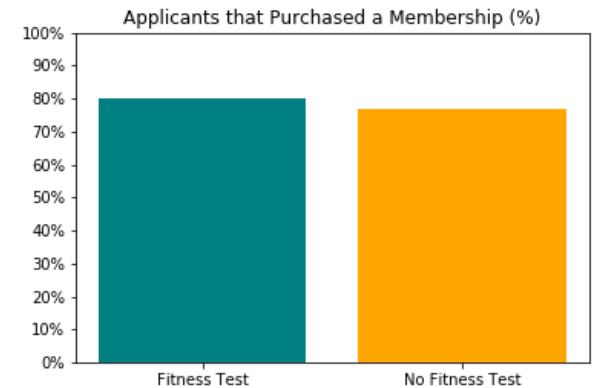Visitors that Applied to Muscle Gym (%)

Null Hypothesis 2:

Group B has no significant difference in the number of purchases from applications than Group A

	Purchased	Applied, No Purchase	% Purchased
Group A	200	50	80.0
Group B	250	75	76.9

Applicants that Purchased a Membership (%)

- There is more than one categorical dataset. We perform a Chi Square Test, which properly compares 2 or more different categorical datasets. In this case, we only have 2: Groups and Purchases.
- If the p-value < 0.05, we reject the null hypothesis.

P-Value of Chi Square Test: 0.432586

- We <u>fail to reject</u> the Null Hypothesis. There is no significant difference in the number of purchases from applications between Group A and Group B.

Null Hypothesis 3:

Group B has no significant difference in the number of purchases from visitors than Group A

	Purchased	Total Visitors	% Purchased
Group A	200	2304	7.98
Group B	250	2250	10.00

- There is more than one categorical dataset. We perform a Chi Square Test, which properly compares 2 or more different categorical datasets. In this case, we only have 2: Groups and Purchases.
- If the p-value < 0.05, we reject the null hypothesis.

P-Value of Chi Square Test:	0.014724

- We reject the Null Hypothesis. There is no significant difference in the number of purchases from Total Visitors between Group A and Group B.

Visitors that Purchased a Membership (%)
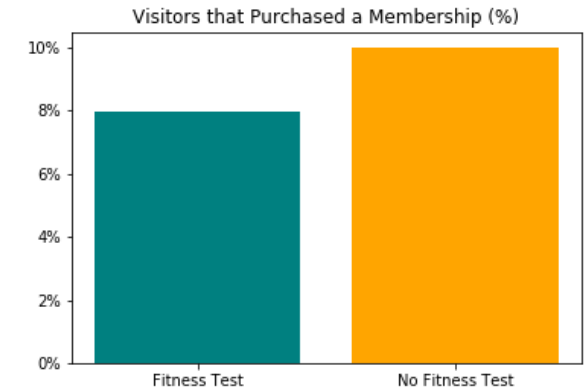
Qualitative Results

- Looking at the interviews of the some of the potential members, the majority agreed that they preferred to not partake in a fitness test. Visitors view it as a barrier to their ability to join a gym and possibly brings up self-confidence issues.

- They are looking for a friendly environment that is welcoming to beginners.

- Some visitors did enjoy the fitness test and really appreciated the training going into a possible membership.

- The test helps visitors learn the ropes at the gym, which equips them better to get the results they want.

- The test can be too intense for those who are not prepared.

- Our current equipment can be unattractive when it is dirty and covered in sweat.

My Recommendation

- Keep the Fitness Test as an optional part of an application
  - This will allow those who are interested to partake while not forcing disinterested visitors.
  - This increases the number of possibilities for a potential member.

- Advertise the test, but do not force it every possible chance
  - Visitors want to feel welcome, given an option, and not concerned they are trying to be sold something

- Do not forget to maintain current memberships
  - Train the staff to keep on eye out for worn out equipment covered in dirt or sweat
  - Make improvements to damaged equipment.
  - Word of mouth from a current member can be just effective as any print advertising.