
MuscleHub AB Test

To lift or not to lift?

Overview

Janet the manager of MuscleHub , thinks that the fitness test intimidates prospective members, so she has set up an A/B Test.

- Group A will still be asked to take a fitness test with a personal trainer
- Group B will skip the fitness test and proceed directly to the application

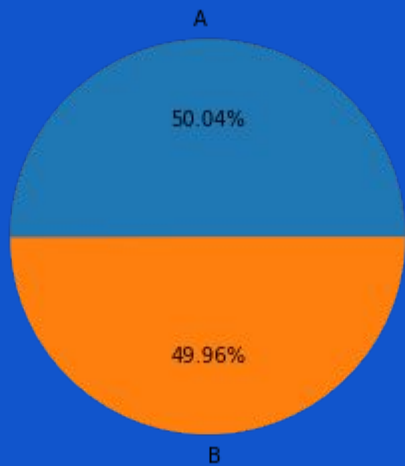
Her hypothesis is that visitors assigned to Group B will be more likely to purchase a membership to MuscleHub.

In the slides that follow we will review the three hypothesis tests and their results. Let's get to it

A/B Group Size

First, we ran a test that quantified the amount of participants in each group to ensure that the study was equal as it relates to size.

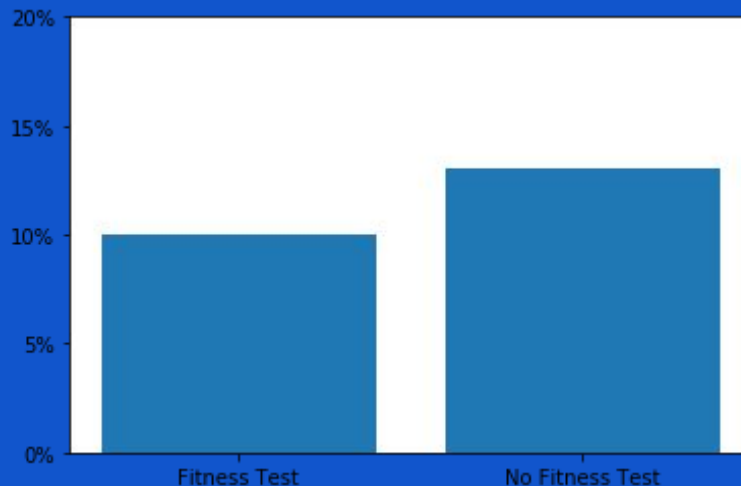
- Group A had 2504 prospective members, 50.04% of all individuals in the study.
- Group B had 2500 prospective members, 49.96% of all individuals in the study.



Applications

Second, we ran a test to count the applications submitted as compared between Group A and Group B in order to gain perspective on whether or not the process for Group A or B was more effective.

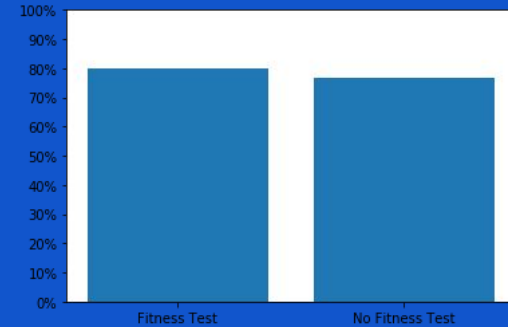
- Group A had 250 application submissions out of 2504 prospective members. This is a Percent Application rate of 0.09984%.
- Group B had 325 application submissions out of 2500 prospective members. This is a Percent Application rate of 0.13000%.



Memberships

Next, we needed to see how well we closed on memberships for prospective members within the groups.

- Group A had 200 purchased memberships out of 250 submitted applications. This is a Percent Purchase rate of 0.80000%.
- Group B had 250 purchased memberships out of 325 submitted applications. This is a Percent Purchase rate of 0.769231%.



Summary

Based on the tests that we ran and the evidence presented. It would appear the results of the two groups are nearly identical.

It would be my recommendation for MuscleHub to give the prospective members the option of whether or not they would like to complete a fitness test prior to the application process.