

MuscleHub: Change in Strategy?

Analysis by Greg Wee





Background

- Like most gyms, MuscleHub has interested members take a Fitness Test before filling out an application
 - Provides a baseline to benchmark future improvement on
 - Inspires members to continue improving and using the gym
- Hypothesis: The Fitness Test intimidates more potential members than it inspires



The Test: Split incoming members into two groups

Group A: The Control

- Incoming potential members will take the Fitness Test

Group B: The Test

- Incoming potential members will be given the application, no test



Summary of Dataset

This data is collected from MuscleHub visitors who are:

- Not already members
- Visiting after July 1, 2017

Visitors are randomly assigned one of the two treatments. Data collected includes:

- Date of Fitness Test
- Date of Application
- Date of Membership payment



Statistical Results

For testing the statistical significance of two types of categorical data having different frequencies, we used the Chi Squared test to obtain the P-value that each treatment would have the same results.

- Application Rates: 9.98% vs 13%
 - P-value = $0.00096 < 0.05$
 - Statistically different values
- Membership after application: 80% vs 76.9%
 - P-value = $0.43258 > 0.05$
 - Statistically no difference in values
- Membership purchases: 7.98% vs 10%
 - P-value = $0.0147 < 0.05$
 - Statistically different values



Data from Participant Interviews

- Those interviewed without the Fitness Test indicated a positive experience that lead to signup because:
 - Welcoming environment
 - Less perceived pressure to be already fit
- Those interviewed with the Fitness Test were split:
 - Positive: Felt motivated to improve above test results
 - Negative: Felt discouraged/out of shape from test results



Final Recommendation to MuscleHub

Based on the Hypothesis testing, we conclude that visitors of MuscleHub who skip the Fitness Test are more likely to become members than those who take the Fitness Test before being given the application.

This is backed up in the interviews of prospective members, where those who were not urged to take the Fitness Test perceived the gym as more welcoming compared to gyms that did have visitors benchmark their fitness.