

MuscleHub A/B Test

Herman Aparicio





Current MuscleHub Membership Funnel

Step 1

Take a fitness test with a personal trainer

Step 2

Fill out and submit application

Step 3

Send in first month's membership payment



A/B Test

- Hypothesis: prospective members are intimidated by the test and as a result, the gym is losing potential members
- Group A: Control, maintain current flow
- Group B: Skip the fitness test (step 1) and fill out an application immediately



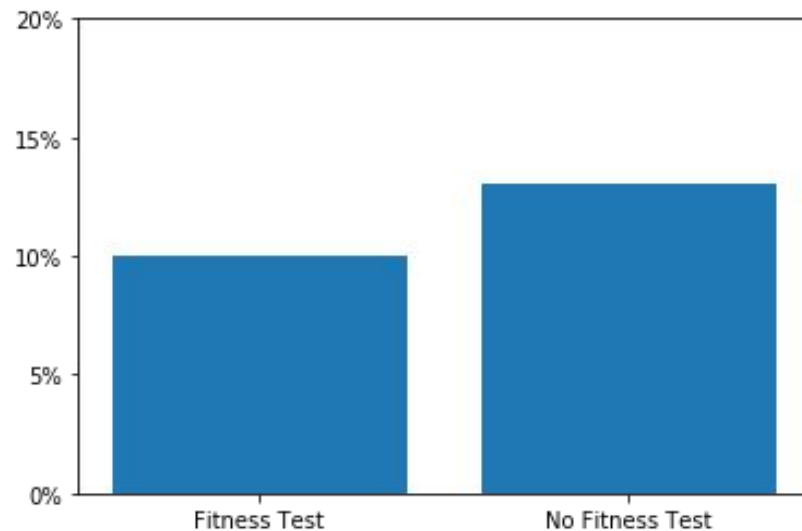
Summary and Background

- The dataset contained data showing the breakdown of prospective members who:
 - Visited MuscleHub
 - Took a fitness test (Group A only)
 - Submitted an application (both groups)
 - Purchased a membership (both groups)
- We studied data from the 5,004 visits that occurred on or after July 1, 2017
- 3 hypothesis tests were performed comparing each group on:
 - Visitors who went on to take a fitness test
 - Applicants who purchased a membership
 - Visitors who purchased a membership



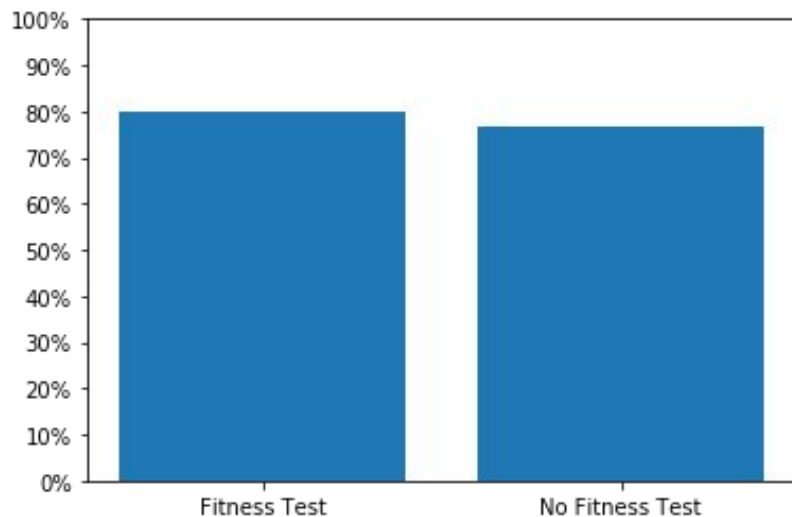
Results

- These tests involved comparing multiple categorical data sets, therefore we performed a Chi-squared test for each
- Test 1: compared visitors from each group to determine whether there was a significant difference between them in submitting an application
- 10% of group A submitted an application and 13% of group B did so
- Our p-value was 0.03, indicating that we should reject the null hypothesis, i.e. there was a significantly higher portion of group B visitors submitted an application



Results cont.

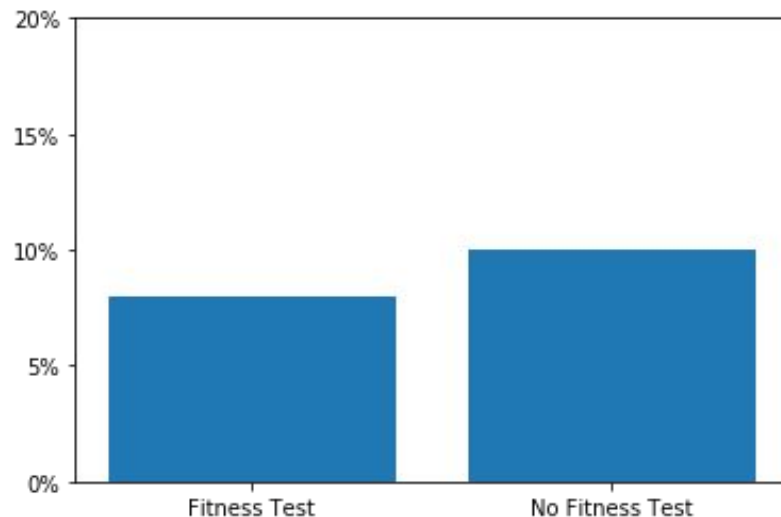
- Test 2: compared visitors from each group to determine whether there was a significant difference between those who applied for a membership from each group and those who went on to purchase one
- 80% of group A applicants purchased a membership and 77% of group B did so
- Our p-value was 0.81, indicating that we should accept the null hypothesis, i.e. there was NOT a significant difference between the two groups





Results cont.

- Test 3: compared visitors from each group to determine whether there was a significant difference between them on who went on to purchase a membership
- 8% of group A purchased a membership and 10% of group B did so
- Our p-value was 0.03, indicating that we should reject the null hypothesis, i.e. there was a significantly higher portion of group B visitors purchased a membership





Interview Data

- We conducted interviews with MuscleHub visitors to have some qualitative data to complement our quantitative results
- We found that some enjoyed the fitness tests, but several expressed concern over the intensity of fitness tests leading them not to sign up



Recommendation

- Our tests have shown that Janet's hypothesis that the fitness test was intimidating to a significant portion of MuscleHub visitors was correct
- We recommend removing the fitness test from the application process
- Some visitors enjoyed the fitness test and therefore we suggest it be kept as an optional benefit once enrolled as a member