



MuscleHub

- Report of Fitness vs. No-Fitness Test Finding

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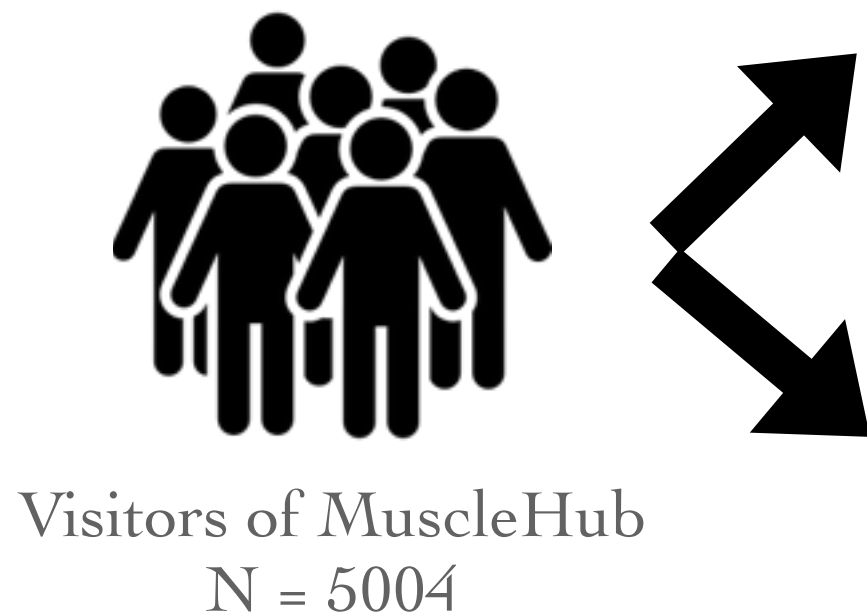
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Description of the A/B Test

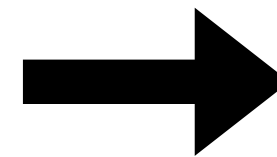
- In order to decide if a fitness test intimidate visitors of MuscleHub or not, a following A/B test was conducted at MuscleHub and visitors will randomly be assigned to one of two groups.



Group A : (N = 2504)



Visitors will be asked to take a fitness test with a personal trainer

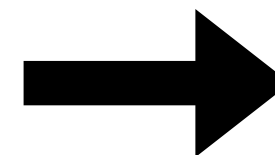


Less
Membership purchase

Group B: (N=2500)



Visitors will skip the fitness test and proceed directly to the application

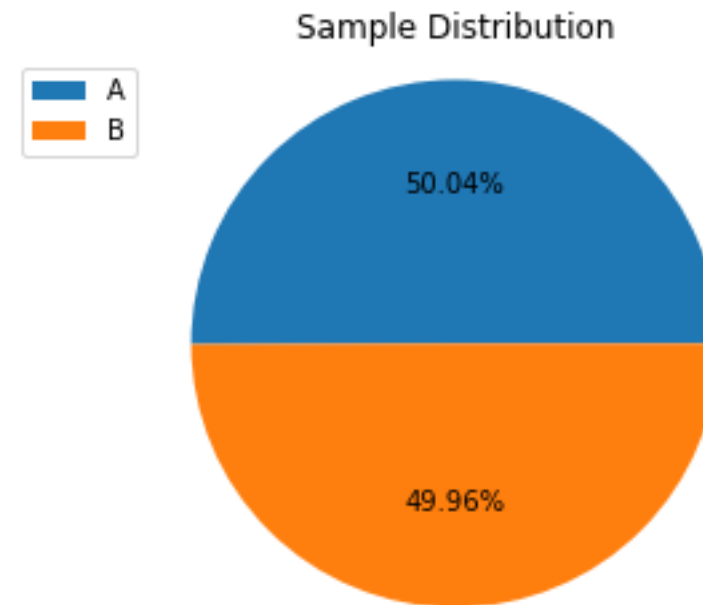


More
Membership purchase

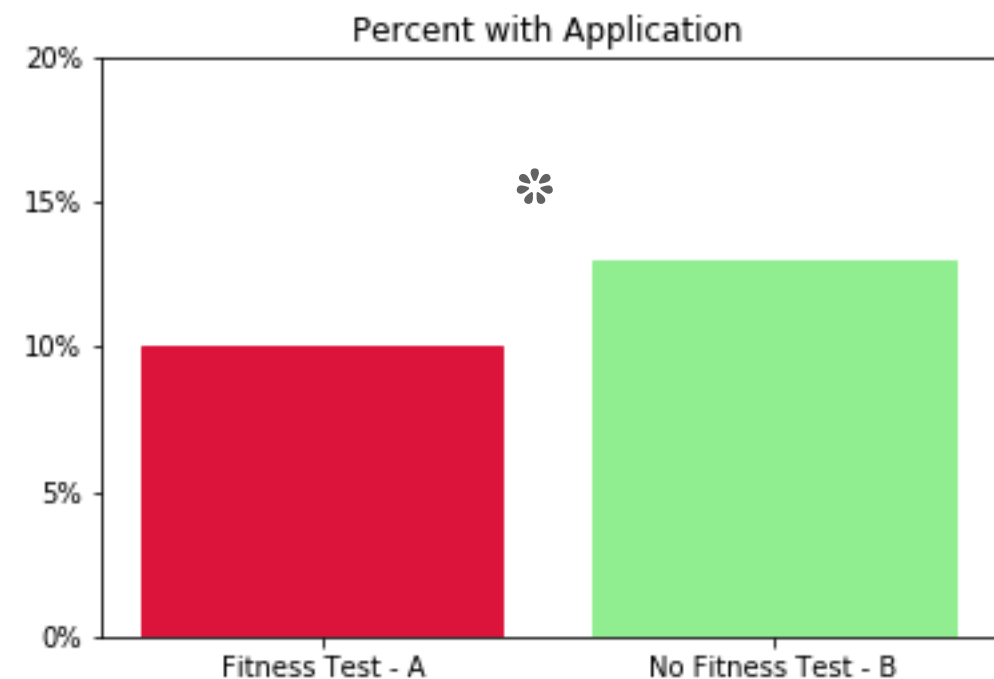
- Hypothesis :** Visitors assigned to **Group B** will be more likely to eventually purchase a membership to MuscleHub.

Results - Quantitative Data summary

- Sample size : Total 5004 visitors of MuscleHub were randomly assigned to GroupA = 2504 and GroupB = 2500



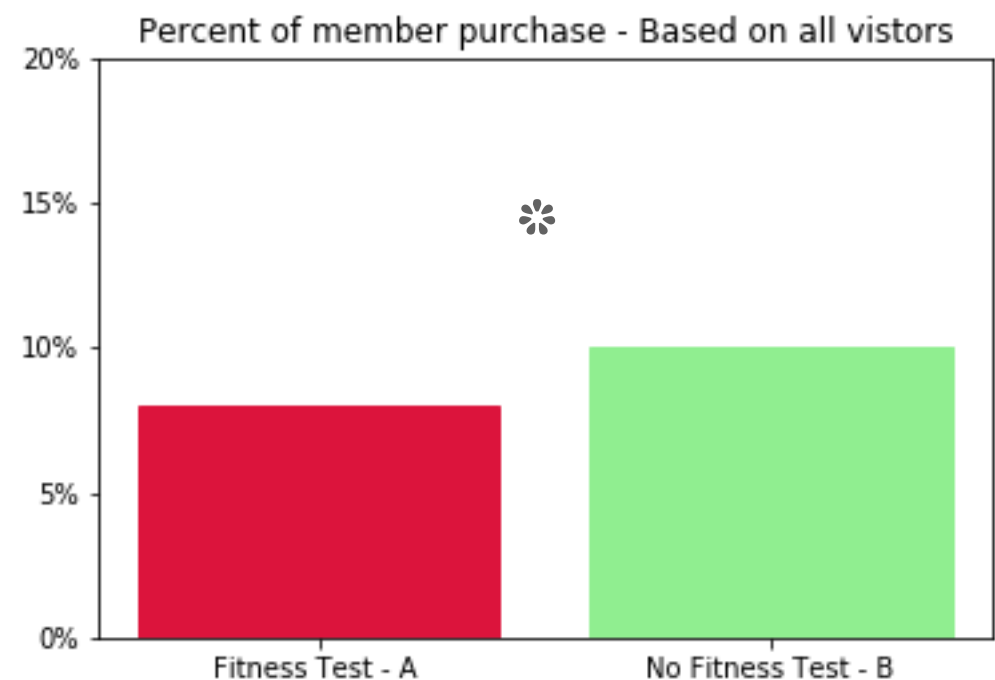
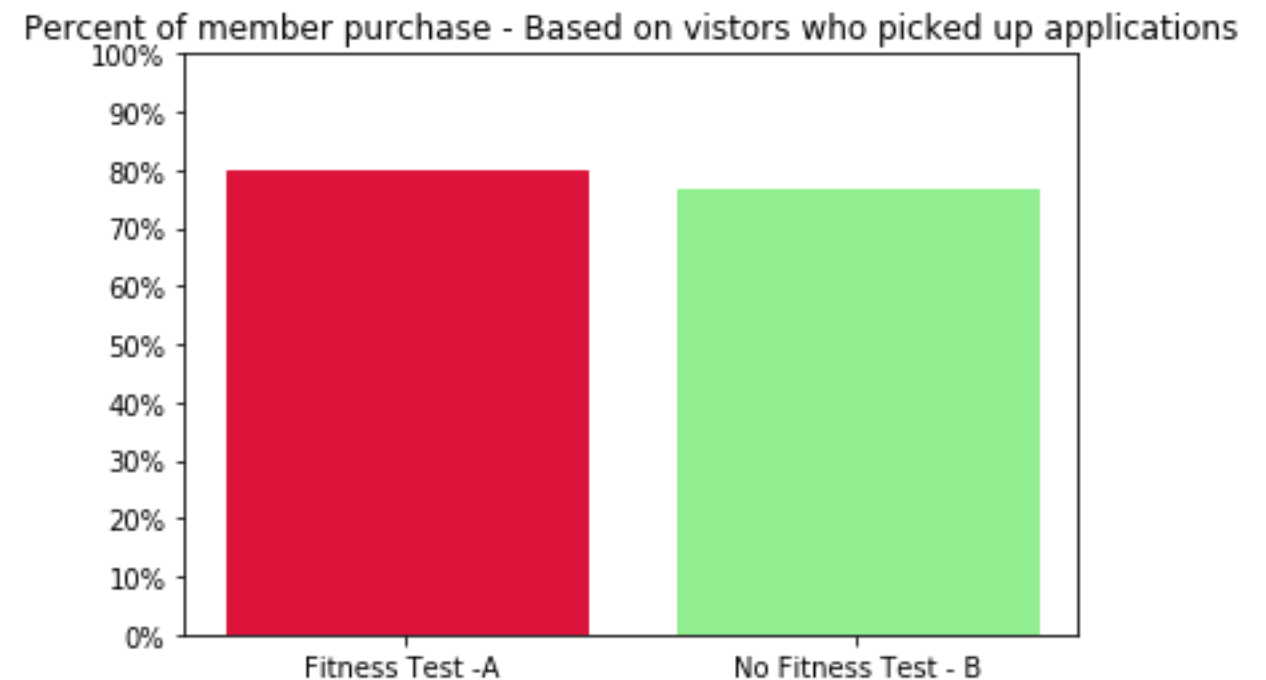
- Who picked up application : Total 575 visitors of MuscleHub picked up the application, among them, GroupA = 250 (9.98%) and GroupB = 325 (13.00%)



The * indicates the difference between two groups is significant

Results - Quantitative Data summary

- Who purchase the membership(Base on visitors who picked up applications) : Total 450 visitors of MuscleHub picked up the application, among them, GroupA = 200 (80.00%)and GroupB = 250 (76.92%)
- Who purchase the membership(Base on all visitors): Total 450 visitors of MuscleHub picked up the application, among them, GroupA = 200 (7.98%)and GroupB = 250 (10.00%)



The * indicates the difference between two groups is significant

Results - Hypothesis testing

- Hypothesis testing method: Chi-squared test, also known as χ^2 test.
- The chi-squared test is used to determine whether there is a significant difference between discrete categories, such as an A/B test.

Hypothesis Test Results	Application Rate	Membership purchasing rate - Base on <u>application</u>	Membership purchasing rate - Base on <u>total visitor</u>
p-value	0.00	0.42	0.01
If Significantly Different	<u>Group B</u> has significantly higher rate of picking up application	No differences between A/B group	<u>Group B</u> has significantly higher Membership purchasing rate

Results - Qualitative Data summary

Qualitative Data	Take a fitness test or not	Responses
Visitor A - age 23	Yes	<ol style="list-style-type: none"> 1. MuscleHub's introductory fitness test was super helpful. 2. Sign up and hope to impress the trainer.
Visitor B - age 35	No	<ol style="list-style-type: none"> 1. LiftCity's fitness test was too intense. 2. No personal trainer is good 3. Still didn't sign up for MuscleHub because the weight machines had all those sweat stains.
Visitor C - age 26	Yes	<ol style="list-style-type: none"> 1. Don't like the fitness test.
Visitor D - age 22	No	<ol style="list-style-type: none"> 1. Sign-up process was fast. 2. LiftCity's fitness test was too intense. 3. Fel welcomed at MuscleHub.

Recommendation

- Based on the quantitative data, visitors who didn't take a fitness test did end up have higher rate of purchasing a membership.
- Also, few visitors did mention that they didn't sign up for Liftcity's membership because the fitness test is too intense.
- But some visitors did express that they like the helpful tips and friendly welcome and also membership purchasing rate didn't show any differences between two groups once they picked up the application. So the key recommendations are following:
 1. Speed up sign-up process
 2. Reduce the intenseness of the fitness test or don't do the fitness test
 3. Moderate fitness counseling (ie. provide easy fitness tips, introducing environment and how to use the equipments..etc) might be helpful with membership purchasing