



MuscleHub A/B Test

Pumping up memberships

To test or not to test

The Problem

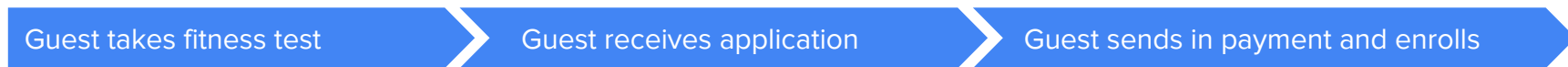
MuscleHub is looking to continue to expand and improve the enrollment process for new members. The current process involves guests taking a fitness test with a personal trainer, receiving an application, and then sending in their first months payment to enroll. The question is: does the fitness test impact enrollment at MuscleHub? Is it a necessary step of the process?

The Test

We are going to use an A/B test to determine whether there is any statistical difference between having the fitness test or not.

From 7/1/17, guests were given one of two experiences:

Group A (current method)

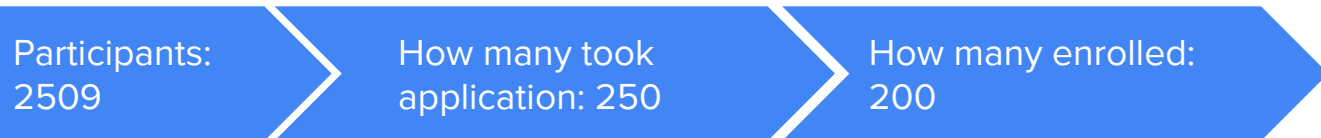


Group B



Summary of data

Group A

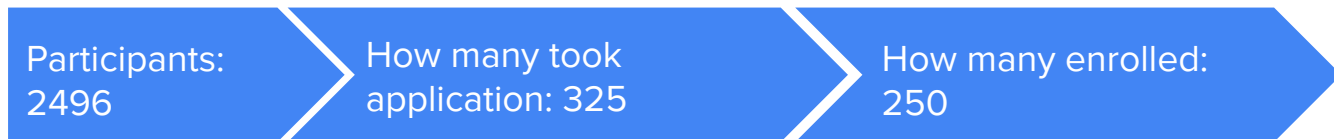


Percent who took application:
10%

Percent who took application,
then enrolled:
80%

Overall success
8%

Group B



Percent who took application:
13%

Percent who took application,
then enrolled:
77%

Overall success
10%

Quantitative Results

Chi-squared test: Since we have multiple discrete sets of data points (participants, application takers, members), this is the best test for evaluating the results of our A/B test. It will provide us with a p-value, which can help us determine if there is evidence enough to reject or fail to reject the null hypothesis.

Null Hypothesis: There is no difference between the results of Groups A & B

Let's look at how this test plays out:

Picked up application

	Applied	Did not Apply
Group A	250	2259
Group B	325	2172

P-Value from Chi-Squared: 0.001

Reject the null:

There is a statistically significant impact on application pickup between Groups A & B.

Took application & enrolled

	Enrolled	Not Enrolled
Group A	200	50
Group B	250	75

P-Value from Chi-Squared: 0.433

Fail to reject null:

There is no statistically significant impact on people's choice to enroll if they picked up an application, whether in Group A or B.

Overall new members

	Enrolled	Not Enrolled
Group A	200	2309
Group B	250	2247

P-Value from Chi-Squared: 0.015

Reject the null:

There is a statistically significant difference between those who enrolled between Groups A & B.

Qualitative Results

“I always wanted to work out like all of the shredded people on the fitness accounts I see on Instagram, but I never really knew how to start. **MuscleHub’s introductory fitness test was super helpful for me!** After taking the fitness test, I had to sign up and keep coming back so that I could impress my trainer Rachel with how much I was improving!” - **Cora, 23, Hoboken**

“When I walked into MuscleHub I **wasn’t accosted by any personal trainers trying to sell me some mumbo jumbo**, which I really appreciated. Down at LiftCity they had me doing burpees 30 seconds after I walked in the door and I was like “woah guys slow your roll, this is TOOOO much for Jesse!” I still ended up not signing up for a membership because the weight machines had all those sweat stains on them and you know, no thanks.” - **Jesse, 35, Gowanes**

“**I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it.**” - **Sonny "Dad Bod", 26, Brooklyn**

I saw an ad for MuscleHub on BookFace and thought I'd check it out! The people there were suuuuper friendly and **the whole sign-up process took a matter of minutes. I tried to sign up for LiftCity last year, but the fitness test was way too intense.** This is my first gym membership EVER, and MuscleHub made me feel welcome. - **Shirley, 22, Williamsburg**

Summary: The majority of comments reflect a preference to not have a fitness test.

Recommendation

Based on the quantitative and qualitative results of the A/B test, the fitness test is showing to be an ineffective step in the enrollment process. It creates less new members and may intimidate the more casual gym-goer.

If the fitness test is a significant driver of other service revenue (personal trainer subscriptions, class enrollments, etc.), you may consider keeping it as an optional step for the more engaged members.

