

Muscle Hub Analysis

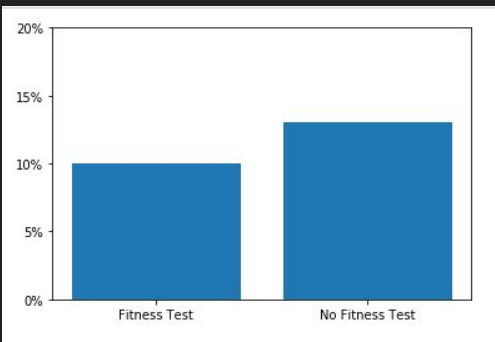
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Test Description

AB test used to analyze data for a gym to see if having visitors take a fitness assessment will increase the likelihood of them purchasing a membership.

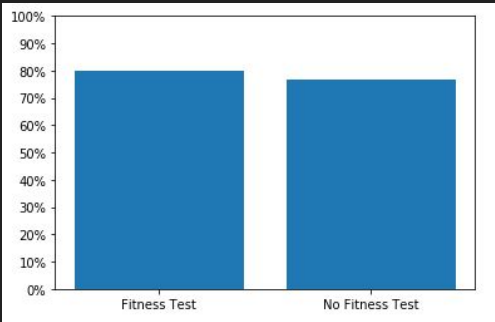
Percentage_Visitors_Apply

When given a fitness test visitors are less likely to apply



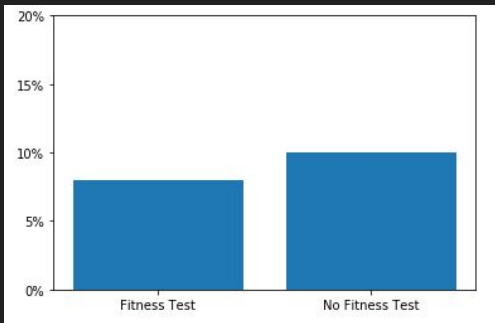
Pecent_Apply_Purchase

When given a fitness test and application those visitors have a slightly higher chance of purchasing



Pecent_Visiors_Purchase

As a whole, visitors that do not take a fitness test or more likely to purchase.



Results

As a whole visitors are more likely to purchase if they don't take a fitness test.

Qualitative Data

Fitness test was not preferred by all visitors.

Some visitors would have appreciated a fitness test.

Recommendation

Give people the option to take the fitness test and retest to see if purchase rates increase for both groups.

Segment data between male and female to identify a more indepth difference in behavior as females might prefer taking a fitness test over males and vice versa.

Test having visitors sign an application and use an optional fitness test as a free incentive after customer has paid to see if this method encourages purchase behavior.