

MuscleHub A/B Test

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Summary of A/B Test

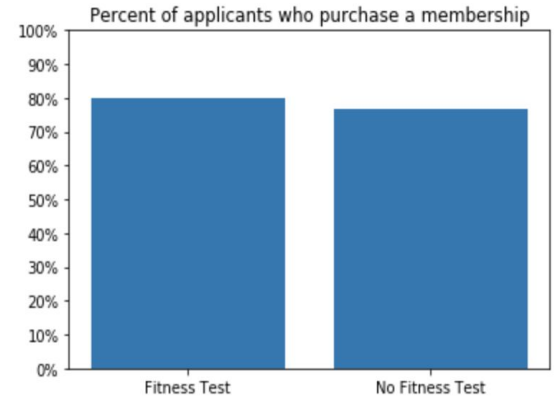
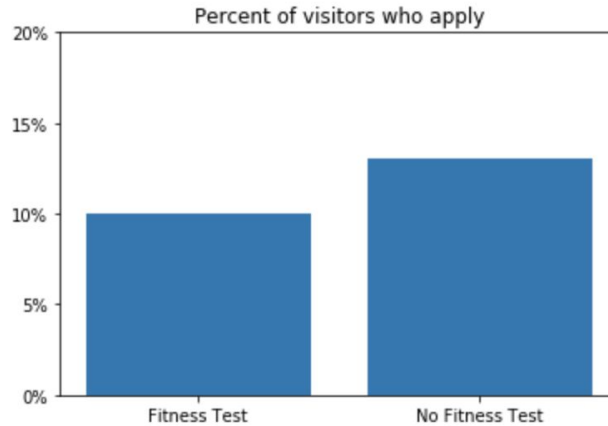
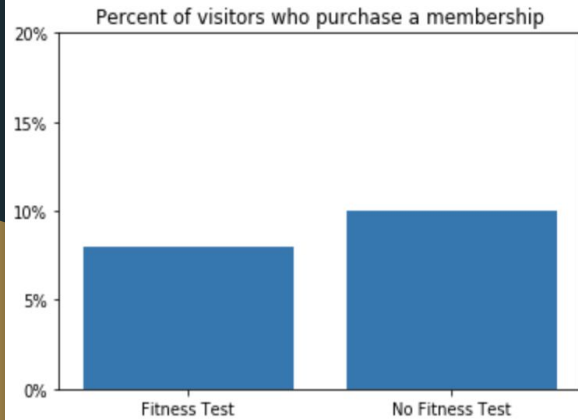
- Janet was correct
 - visitors assigned to Group B were more likely to eventually purchase a membership to MuscleHub
- Visitors who were in Group B were also more likely to apply for a membership

Summary of Dataset

	first_name	last_name	visit_date	fitness_test_date	application_date	purchase_date
0	Kim	Walter	7-1-17	2017-07-03	None	None
1	Tom	Webster	7-1-17	2017-07-02	None	None
2	Edward	Bowen	7-1-17	None	2017-07-04	2017-07-04
3	Marcus	Bauer	7-1-17	2017-07-01	2017-07-03	2017-07-05
4	Roberta	Best	7-1-17	2017-07-02	None	None

The chart above gives a high-level overview of the four datasets joined together. With this information I was able to perform analysis on the visitors, customers, and etcetera.

Hypothesis Test Results



Summary of Qualitative Data

Table 1

is_member	ab_test_group	Member	Not Member	Total	Percent Purchase
0	A	200	50	250	0.800000
1	B	250	75	325	0.769231

Table 2

is_member	ab_test_group	Member	Not Member	Total	Percent Purchase
0	A	200	2304	2504	0.079872
1	B	250	2250	2500	0.100000

Table 1:

- Shows that people who took the fitness test were more likely to purchase a membership if they picked up an application
- Not significant

Table 2:

- Percentage of all visitors purchased memberships was greater with group B
- Significant

Recommendation

- My recommendation
 - With ceteris paribus and given the sole importance is to sign up as many members as possible, option 2, skipping the fitness test and proceeding directly to the application, is the best option.
 - More members may mean more revenue being generated by the gym