

CAPSTONE PROJECT 1: MuscleHub A/B Test

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Project for: MuscleHub

GOAL:

To boost gym membership sales

CURRENT STATE:

Potential members take a fitness test with a personal trainer before filling out an application for a membership.

ASSIGNMENT:

Set up an A/B test to analyze whether the fitness test intimidates prospective members

SUMMARY:

Sample size of **Group A** (fitness test) was 2504 visitors
 Group B (no fitness test) was 2500 visitors

9.98% of **Group A** filled out an application
13.00% of **Group B** filled out an application

80.00% of **Group A** applicants purchased a membership
76.92% of **Group B** applicants purchased a membership

Total membership purchased **Group A:** 200 (7.99% of visitors)
 Group B: 250 (10.00% of visitors)

RECOMMENDATION:

Based on the results, the group with no fitness test purchased more memberships.

However, based on a couple of interviews, fitness tests might not be the only factor in determining sales. There were visitors who reacted positively to a fitness test and others who did not.

In order to not scare away potential members, MuscleHub's fitness test should be **optional** but **encouraged** for those that want a more personalized workout.