

Getting Members for MuscleHub Fitness

Does a Fitness Test prompt more visitors to
become members?

Is there a Need to answer the question:
Does a Fitness Test prompt more visitors to become members?
?

- Qualitative assessment of Visitor comments

Offered or Took a Fitness Test	Liked the Approach
Yes	Yes
No	Yes
Yes	No
No	Yes

- Two were not offered a fitness test; both liked that
- Two were offered a fitness test; one liked it, one did not.
- The effect on membership signup was mixed or unclear
- There is a Need to provide a Quantitative Answer to the Question

The Procedure for Getting MuscleHub Fitness Members

Creating the Procedure(data) to Quantitatively Determine whether a Fitness Test helps

- Group Visitors
 - Group A - Visitors take a fitness test with a Personal Trainer
 - Group B – Visitors **do not** take a fitness test with a Personal Trainer
- All Visitors
 - Are offered an application for membership.
 - Send in the first months payment to sign up.

Analyzing the Impact of the Fitness test on Visitor Behavior – using A/B Test

- Specifically we can quantify the impact or lack of impact of the Fitness Test on Visitor behavior for each step in the membership application procedure.
- A/B Test performed:
 1. Do visitors taking the fitness test (A) pick up more/less applications than those **not** taking the fitness test(B)
 2. Do visitors who take the fitness test (A) and who pick up an application purchase memberships more or less than those who **do not** take a fitness test (B) and pick up applications
 3. Do visitors who take the fitness test (A) purchase more or less memberships than those who **do not** take the fitness test (B)

The A/B Test – comparing the Fitness Test (A) and No Fitness Test (B) results

- Chi2 – Contingency Test is used to compare the success rate of Groups A and B for the questions on the previous slide and outlined below:
 1. Visitors prompted to pick up applications
 2. Applicants prompted to become members
 3. Visitors prompted to become members
- A Chi2 Test is chosen because Fitness Test(A), No Fitness Test(B) are categorical groups and we want to test:
 - That the success rate in each of 1.,2.,3. above are statistically the same (The Null Hypothesis)
 - A P-value below 0.05 will reject the Null Hypothesis.

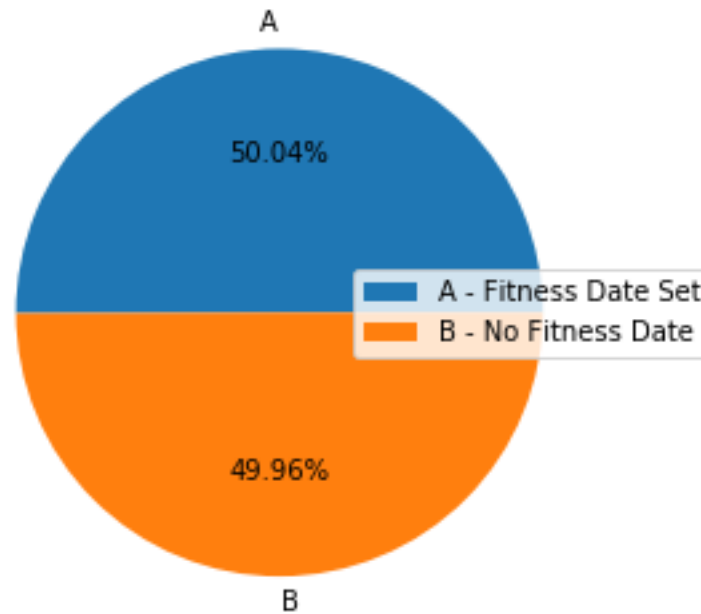
Data Used for the A/B testing

- MuscleHub Fitness maintains four tables with customer information
 - visits – a table with visitor information that visit MuscleHub Fitness
 - fitness_test – a table of visitor information of those that did/did not sign up for the fitness test
 - applications - a table of visitor information that picked up applications for membership
 - purchases – a table of visitor information that purchased membership

Data Used for the A/B testing

- From the four tables combine the information into a single table of information for the A/B test:
 - First_name
 - Last_name
 - Gender
 - Email
 - Visit_date
 - Fitness_test (divides the visitors into Group(A) and (B))
 - Application_date
 - Purchase_date

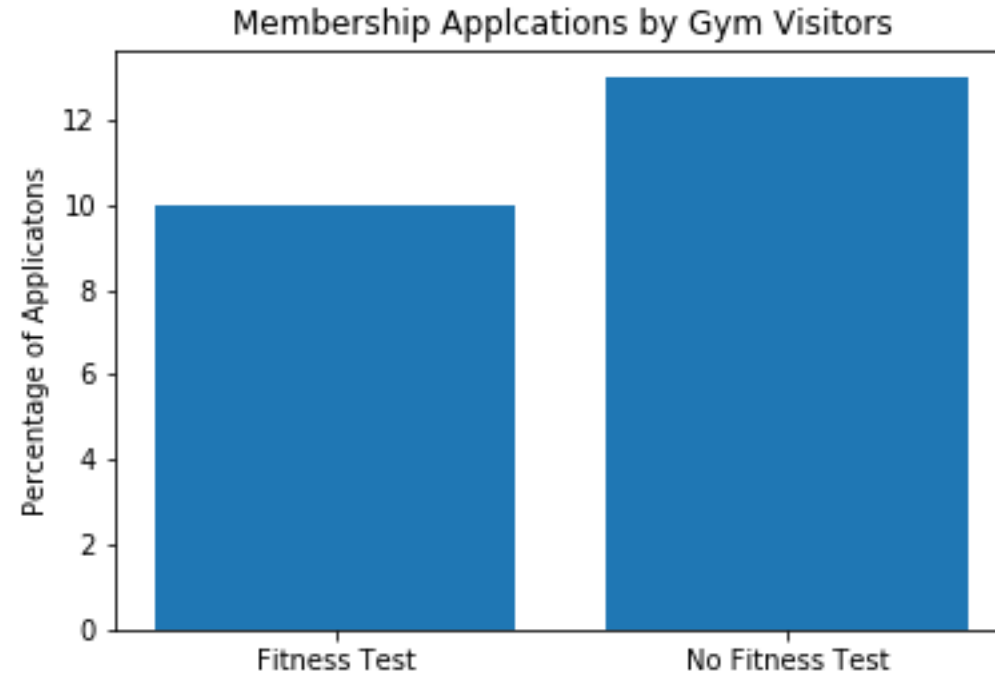
The number of visitors that took the Fitness Test (A) are approximately equal to visitors that **did not** take the Fitness Test (B)



A/B Test Results -1

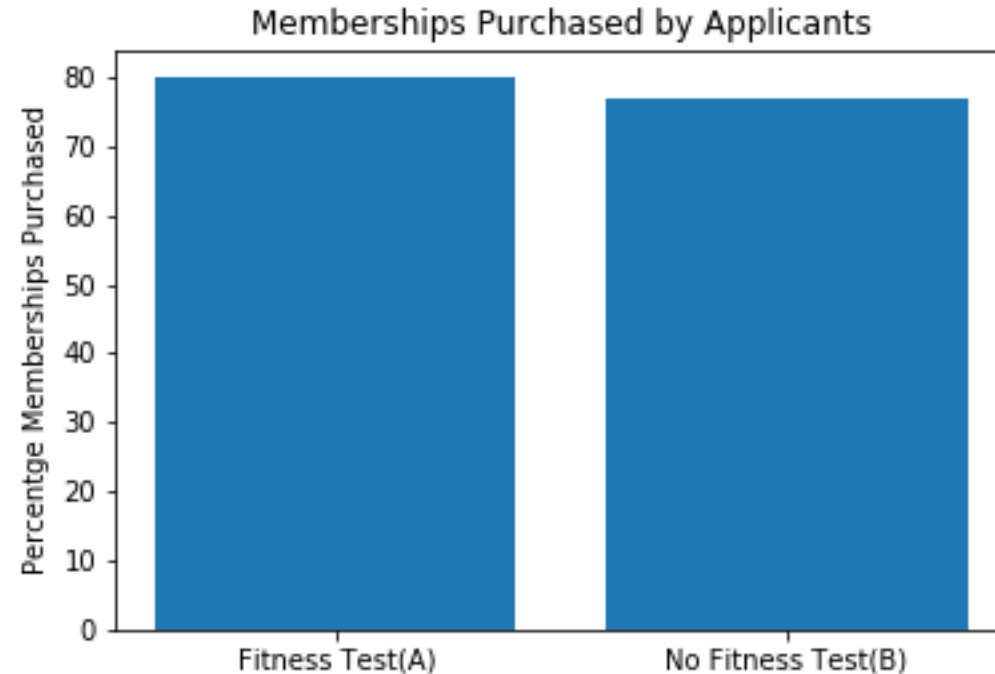
Do visitors taking the fitness test (A) pick up more/less applications than those not taking the fitness test(B)

- Chi2 pval = 0.00096
- The rates for the Fitness Test Group(A)- 9.98% and No Fitness Test Group(B) – 13.0% are statistically different
- **Conclusion: Visitors not taking the Fitness Test(B) are more likely to pick up a Membership Application**



A/B Test Results -2

- Do visitors who take the fitness test (A) and who pick up an application purchase memberships more or less than those who do not take a fitness test (B) and pick up applications
- Chi2 pval = 0.43
- The rates for the Fitness Test Group(A)- 80.0% and No Fitness Test Group(B) – 76.9% are **NOT** statistically different.
- **Conclusion:** Those Visitors who pick up applications, regardless of whether Group A or Group B end up becoming members at a high rate, that cannot be statistically distinguished.



A/B Test Results -3

- **Do visitors who take the fitness test (A) purchase more or less memberships than those who do not take the fitness test (B)**
- Chi2 pval = 0.0147
- The rates for the Fitness Test Group(A)- 7.99% and No Fitness Test Group(B) – 10.0% are statistically different.
- **Conclusion: Those Visitors who do not take a Fitness Test(B) become Members at a higher rate than those who take the Fitness Test(A).**



Conclusions and Recommendations for MuscleHub Fitness

- Giving a Fitness Test to Visitors:
 - Results in a lower membership rate than not giving a Fitness Test
 - Giving a Fitness Test is not helpful, so should be eliminated or modified
 - Giving a Fitness Test appears to lower the membership success rate through inhibiting members to pick up an application for membership
 - If a visitor gets past the hurdle of picking up an application, they convert to membership at statistically equal rates regardless of whether they previously took a Fitness Test or Did Not.

Appendix – Visitor comments

- 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