

# Prospective Member A/B Test

MuscleHub

# Steps for Prospective Members

1. Take a fitness test with a personal trainer
2. Fill out an application for the gym
3. Send in their payment for their first month's membership

# Question

Does the fitness test intimidate some prospective members?

# Hypothesis

Visitors who are not required to take the fitness test will be more likely to eventually purchase a membership to MuscleHub.



# Methodology

Visitors were randomly assigned to one of two groups:

- **Group A** were still asked to take a fitness test with a personal trainer.
- **Group B** skipped the fitness test and could proceed directly to the application.

# Dataset Summary

Each stage of the application process is represented by a data table:

- **visits** : information on ALL gym visitors
- **fitness\_tests** : information on potential members in Group A ONLY
- **applications** : information on ALL potential members who filled out an application
- **purchases** : information on those who purchased a membership

# Dataset Summary (cont'd.)

Each table contains the following key data points:

- **First and Last Name**
- **E-mail Address**
- **Gender**
- **Date of Respective Action**



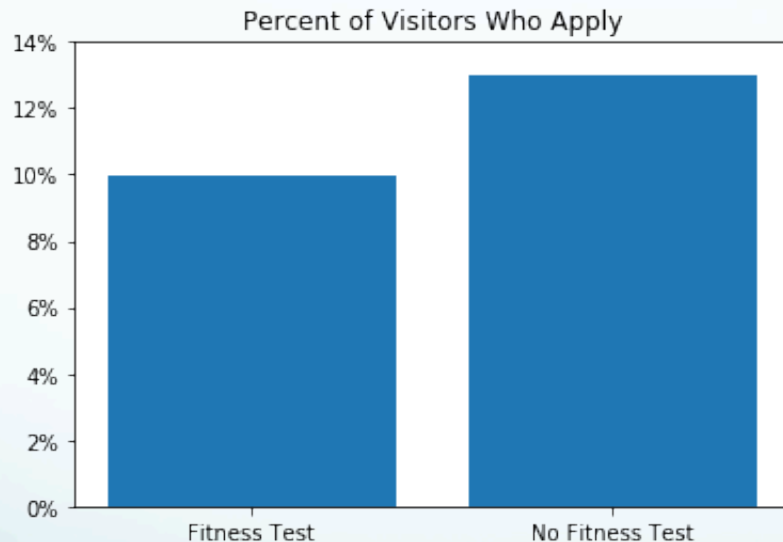
# Test Method Rationale

A Chi Square Test was deemed appropriate because:

- 1. The data is categorical in nature.**
- 2. A comparison between two categories of data was necessary.**

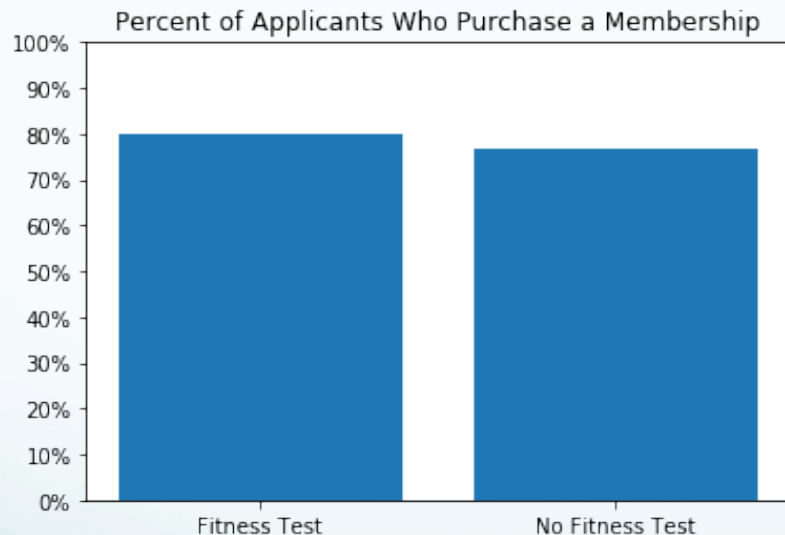


# Test Results



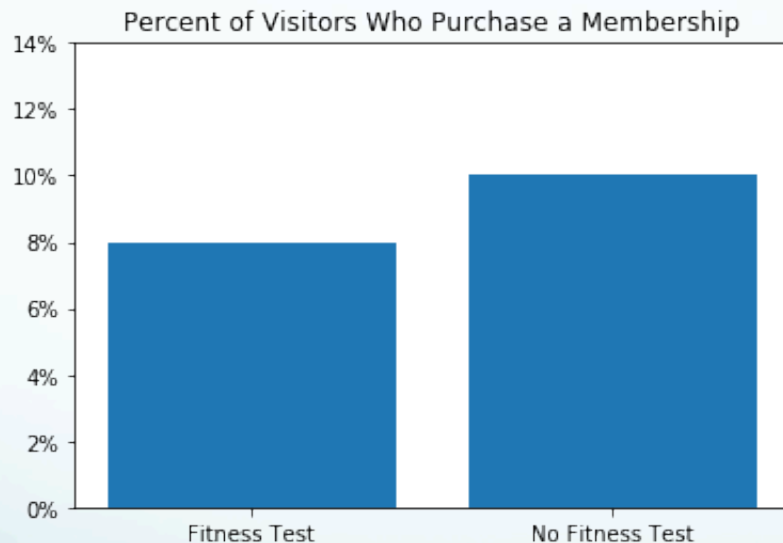
- p-value < 0.01
- **SIGNIFICANT RESULT**
- 30% more applications submitted by Group B customers
- Indicates that a significant number of potential customers in Group A may have been discouraged from applying due to the fitness test requirement

# Test Results (cont'd.)



- p-value = 0.43
- **INSIGNIFICANT RESULT**
- Group A applicants slightly more likely to purchase memberships
- Group A applicants already (or became more) committed after performing fitness test
- Application step the same for both groups

# Test Results (cont'd.)




- p-value = 0.01
- **SIGNIFICANT RESULT**
- 1 in 10 Group B visitors became members
- 25% more Group B visitors than Group A visitors became members
- Despite comparable application numbers, initial visitors still appear put off by the fitness test

# Qualitative Data Summary

- Group A visitors had **polarized views** on what they got out of the fitness test
- Group B visitors approved of the **straightforward sign-up process** compared to that of a competitor
  - **While not guaranteeing a purchase**, the application-only sign-up option received **more positive feedback** than the fitness test option

Source: Customer interviews



What they said...

# Recommendation

## Remove the fitness test requirement from the membership sign-up process

- Proved successful in converting more visitors into members
- Attracted visitors otherwise discouraged by LiftCity's sign-up process