

Muscle Hub



An Analysis of the A/B Trial
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The Test

Does a fitness test increase the chance visitors to Muscle Hub will buy a gym membership?

Visitors to the gym will:

- Randomly be assigned to take a fitness test with a personal trainer or not
 - Group A: fitness test
 - Group B: no fitness test
- Choose to fill out an application
- Send in their first payment to start the membership

Recorded Information

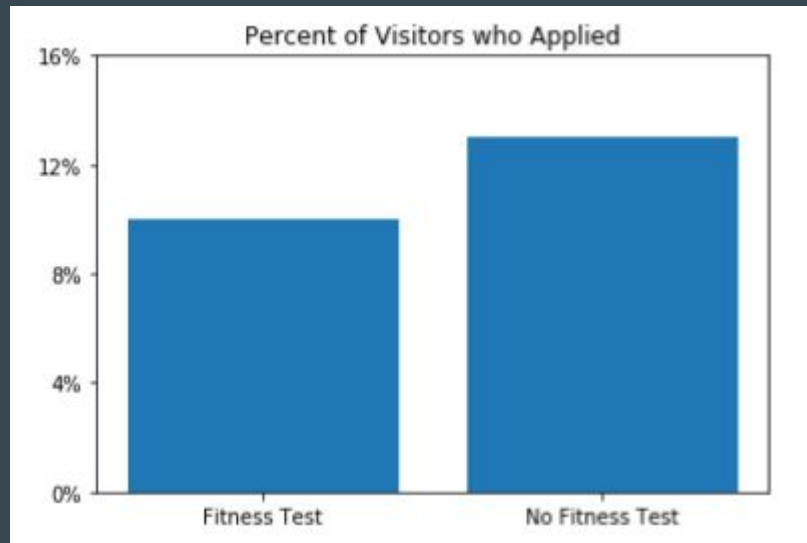
5004 participants

- First and last name
- Email
- Gender
- Visit date
- Fitness test date
- Application date
- Membership date

Who filled out applications?

- Visitors without a fitness test were more likely to apply
- Test if filling out an application is independent of receiving a fitness test
- Significant Chi-squared test
 - P-value = 0.09%

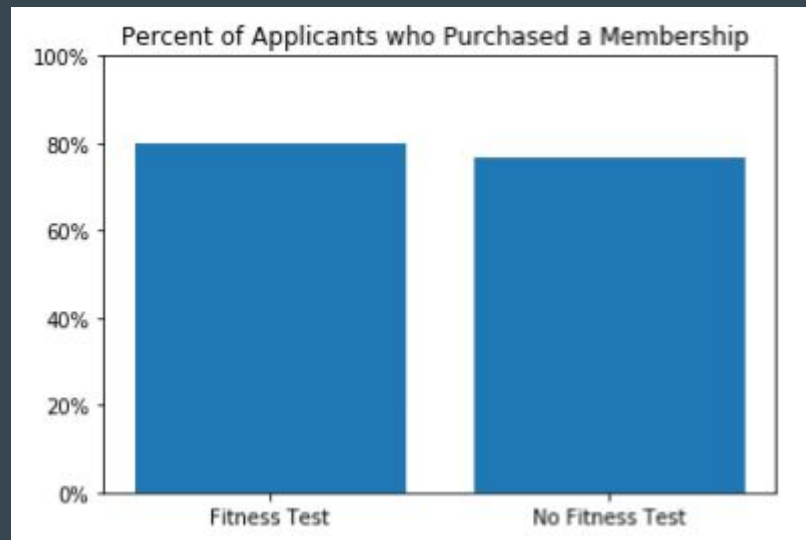
ab_test_group	Application	No Application	Total
A	250	2254	2504
B	325	2175	2500



Which applicants purchased memberships?

- Looking ONLY at those that applied
- Non significant chi-squared test
 - No difference between groups
 - P-value = 43%

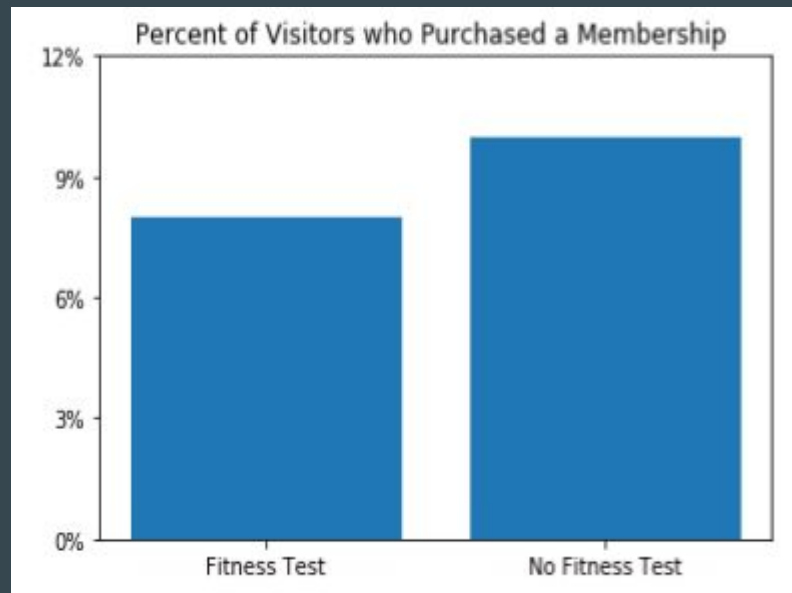
ab_test_group	Member	Not Member	Total
A	200	50	250
B	250	75	325



How many total purchased a membership?

- Visitors without a fitness test were more likely to purchase a membership
- Significant chi-squared test
 - P-value = 43%

ab_test_group	Member	Not Member	Total
A	200	2304	2504
B	250	2250	2500



Interviews

Pros of Fitness Test

- Helped clients know “how to start”
- Shows friendly staff or experience or trainers
- Creates a baseline to build from

Cons of Fitness Test

- Aggressive, too much at once
- Turned off by staff or equipment
- Takes time

Recommendations

- The fitness test deters applicants
- Offer the fitness test after the visitor applies to the gym
- After applying a fitness does not affect whether they will become a member