CAPSTONE Project: MuscleHub A/B Test Thaddeus Hernandez

Visitors Prefer No Fitness Test

▶ Data was collected to see if visitors prefer to do a fitness test prior to membership.

► An A/B test was conducted - Group A took a fitness test while Group B did not.

► The results indicate that visitors prefer no fitness test prior to gym memberships.

Dataset for Group A and B

My dataset was composed of groups A and B. Group A is required to do a fitness test whereas Group B was not.

► The idea was to find out if a fitness test will be helpful to more membership or if it will be detrimental.

Survey Results

- ► For visitors who turned in applications, Group B was higher.
 - ► Group A (9.9%) vs. Group B (13%).

- ► For those who applied and purchased a membership, Group A was slightly higher.
 - ► Group A (8%) vs. Group B (7.7%).

Survey Results (continued)

- ► For all visitors who purchased memberships, Group B was higher.
 - ► Group A (7.9%) vs. Group B (10%).

► For all three cases, we used the Chi Square Test to determine the answer. This test was appropriate because we were comparing two categorical datasets.

Summary of Qualitative Data

This shows that the sample was significant and that it provides an answer to the question, "Should a fitness test be included in the membership process in order to attract more members?".

Recommendation To MuscleHub

▶ Based on the results of the study, it is advisable not to include a fitness test in the membership process.