

MUSCLEHUB DATA ANALYSIS

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Group A vs. Group B

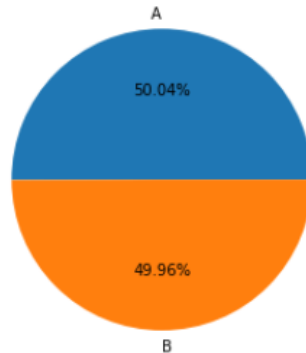
Are visitors more likely to fill out an application and purchase membership after participating in a fitness test?

Group A

- Group A consists of members that took a fitness test before being given the application to purchase a membership
- 2,504 visitors

Group B

- Group B consists of members that did NOT partake in the fitness test before applying and/or purchasing a membership
- 2,500 visitors



A total of 5,004 visitors to MuscleHub

Which Group had more applications?

Here are some comments by members:

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 suuuuuper 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

ab_test_group	Application	No Application	Total	Percent with Application
A	250	2254	2504	0.09984
B	325	2175	2500	0.13000

You guessed it!!

Group B had more applicants - 13%

Group A had 10%

Does it matter?

NOT requiring a fitness test BEFORE accepting an application increases the amount of applications submitted, but does this really matter in the end?

- 3 different tests were completed to determine if these results are significant:
 - The Chi Square Test: This shows the differences between Groups A and B when compared side by side
 1. We ran the Chi Square Test to determine if just comparing Groups A and B and their application rate was significant. It showed that the difference between the two groups was NOT significant.
 2. We ran the Chi Square Test again on the data to determine the membership rate vs. the application rate of the two groups. This test determined that the difference is significant. More memberships came from Group B than Group A
 3. We also ran a Chi Square Test to see if there was a difference in membership when applications were picked up after their fitness test. This data was also found to NOT be significant.

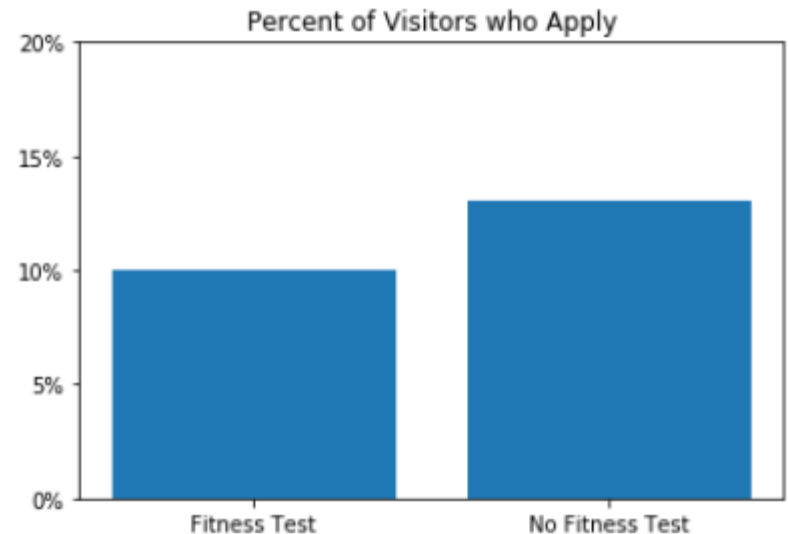
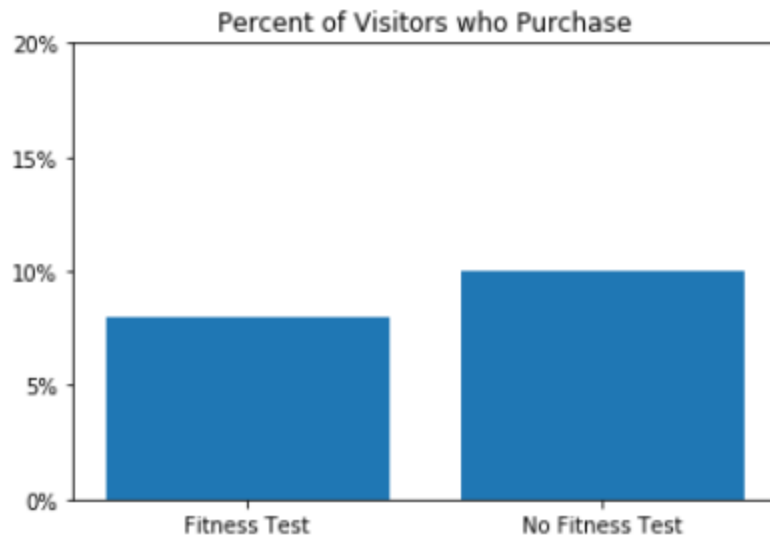
What does the data really show us?

The data that MuscleHub really wants to see is which group had the higher percentage that purchased memberships?

GROUP B had a 10% membership rate

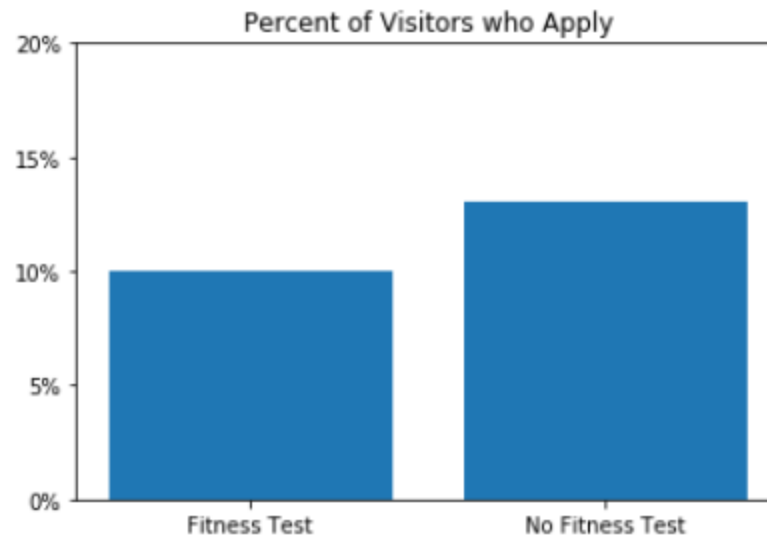
GROUP A had an 8% membership rate

The charts below give a visual:



RECOMMENDATIONS:

**Based on the data presented and the customer comments received from the interviews, MuscleHub will get more applicants and therefore, more memberships if they do NOT require a fitness test before application.



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