




A/B TEST MUSCLEHUB

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WHAT ARE WE GOING TO SEE

For this analysis, we're going to dive into 4 datasets containing information about customers of the fancy gym MuscleHub.

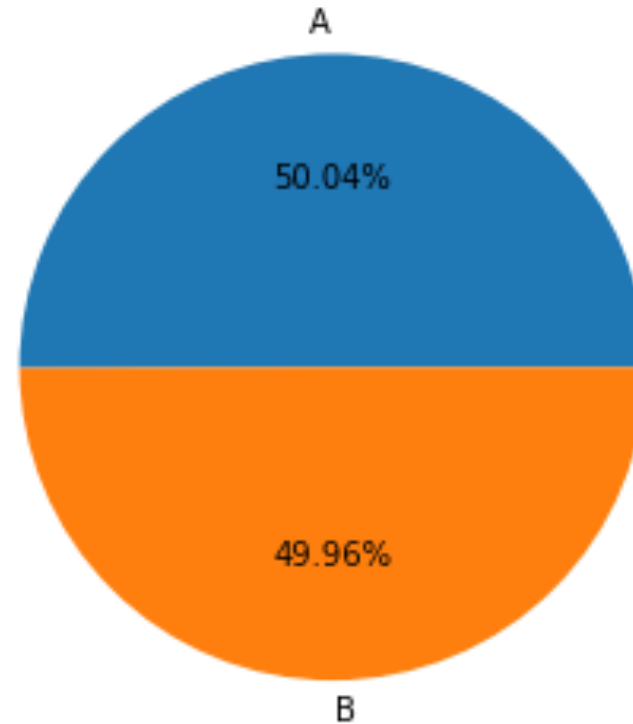
There are 3 steps in the funnel through the purchase of a subscription:

- Fitness test with the personal trainer
- Filling out the application for the gym
- Sending a payment for the subscription

We suspect that the first step of the funnel could be improved by removing the fitness test, which might lead to a better conversion rate. In order to see this we're going to set an **A/B test**.

A/B TEST

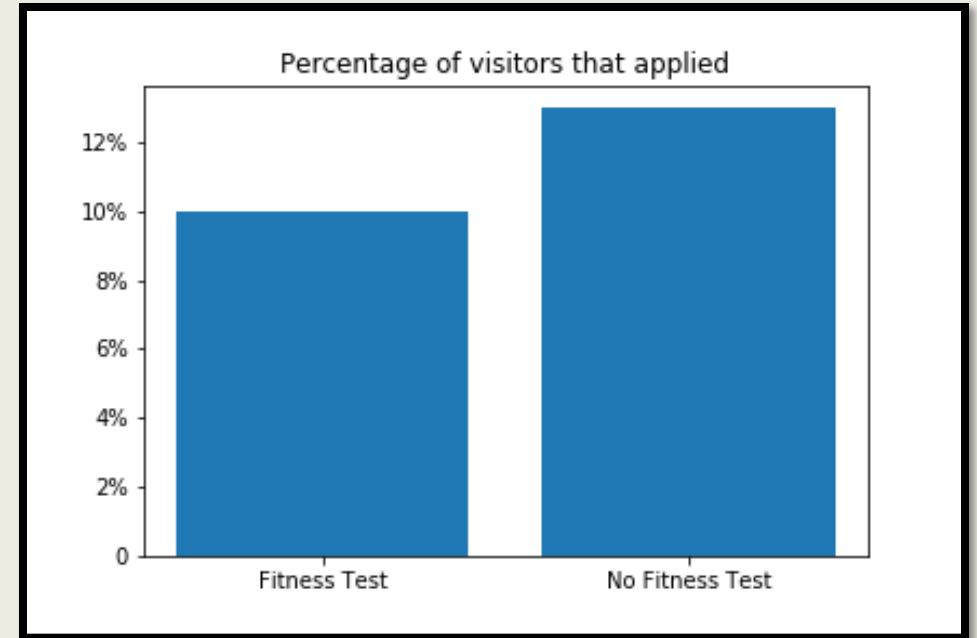
This A/B test is almost evenly divided between 5004 customers where half did the test with the personal trainer and half didn't



VISITORS THAT FILLED OUT THE APPLICATION FORM

As we can see here, there is a difference among visitors taking the A or B test.

As a result of a Chi Square significance tests we see that this difference is not a result of change but will be replied with larger population

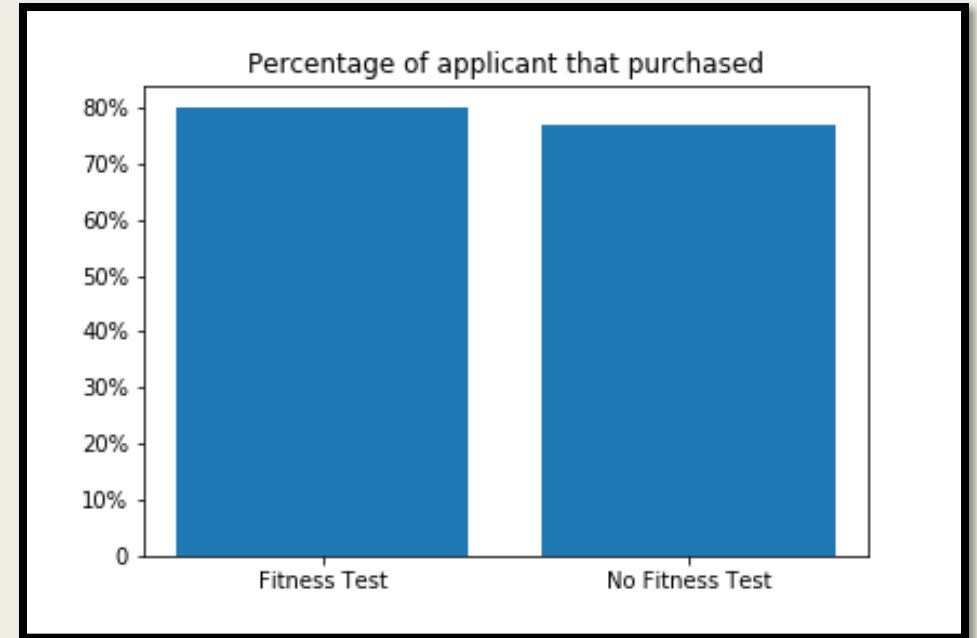


Test	Application	No Application	Total	Percent applicate
A	250	2254	2504	9.984026
B	325	2175	2500	13.000000

PERCENTAGE OF APPLICANTS THAT APPLIED

As we can see here, there is a difference among visitors taking the A or B test.

As a result of a Chi Square significance tests we see that this difference is result of chance so we're rejecting the hypothesis that this percentage will be replicated with bigger populations.

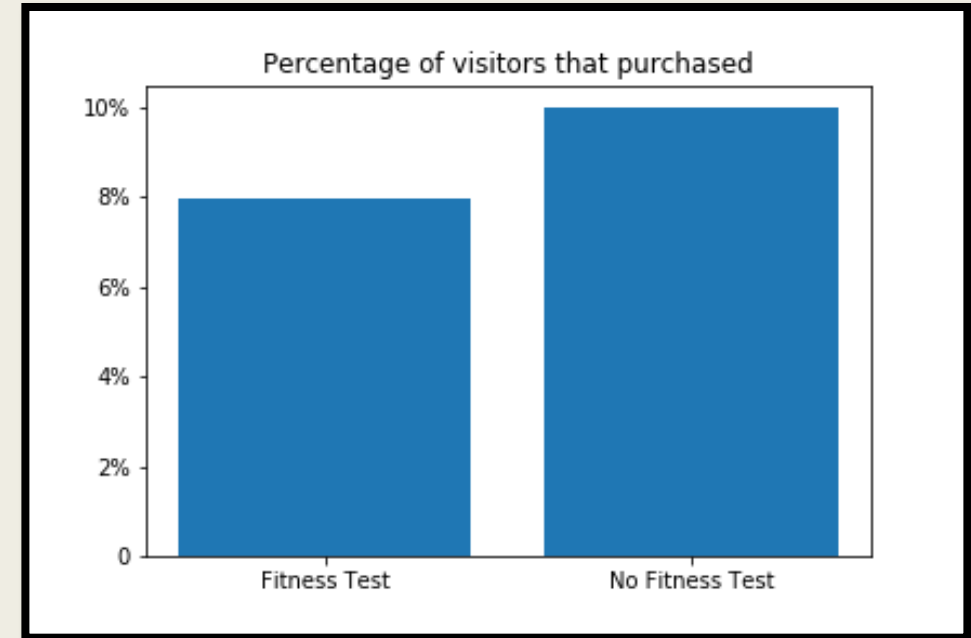


Test	Member	Not Member	Total	Percent Purchase
A	200	50	250	80.000000
B	250	75	325	76.923077

PERCENTAGE OF APPLICANTS THAT APPLIED

As we can see here, there is a difference among visitors taking the A or B test.

As a result of a Chi Square significance tests we see that this difference is not a result of change but will be replied with larger population



Test	Member	Not Member	Total	Percent Purchase
A	200	2304	2504	7.98722
B	250	2250	2500	10.00000

WHAT SHOULD WE BE DOING THEN?

We understood in the previous slides that the conversion rates into purchase are increased when we **do not do the fitness test**.

Furthermore, we've been provided a survey on 4 customers where the 75% of them said that the fitness test was not an added value to the company, instead they would prefer if they hadn't done that.