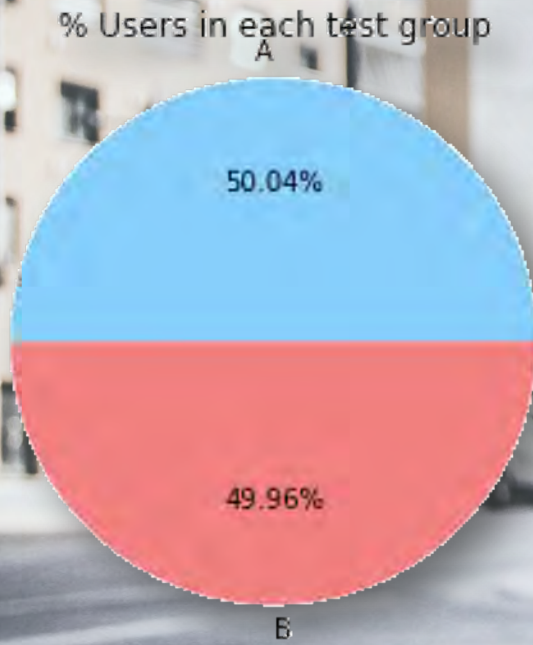




MUSCLEHUB

AB TEST

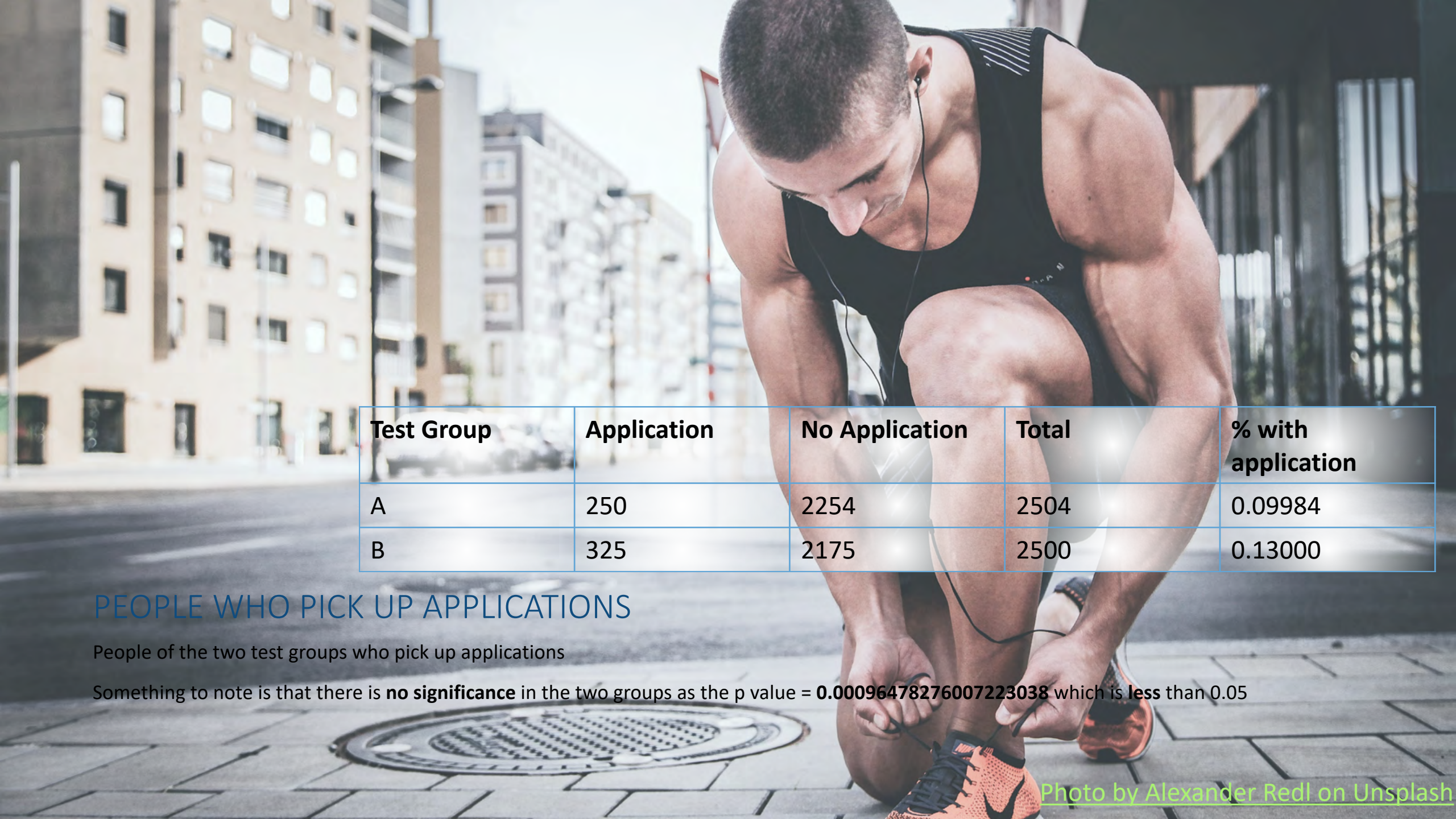
Photo by Alexander Redl on Unsplash



INVESTIGATION OF A AND B GROUPS

The chart above shows two groups – Group A, who were given a fitness test and Group B not. Both groups are potential customers.

Not everyone will fill out an application or purchase a membership



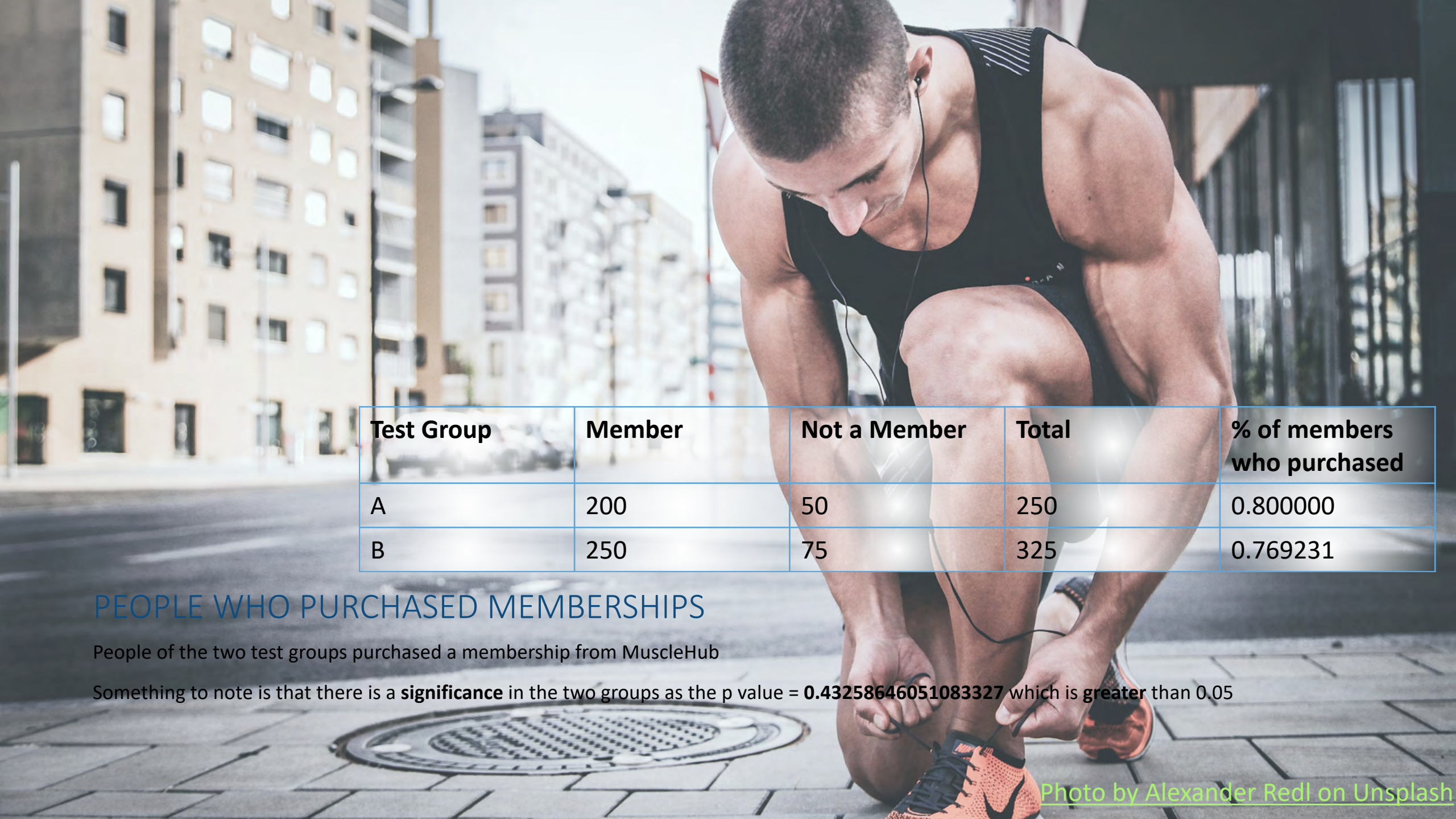
Test Group	Application	No Application	Total	% with application
A	250	2254	2504	0.09984
B	325	2175	2500	0.13000

PEOPLE WHO PICK UP APPLICATIONS

People of the two test groups who pick up applications

Something to note is that there is **no significance** in the two groups as the p value = **0.00096478276007223038** which is **less** than 0.05

Photo by Alexander Redl on Unsplash



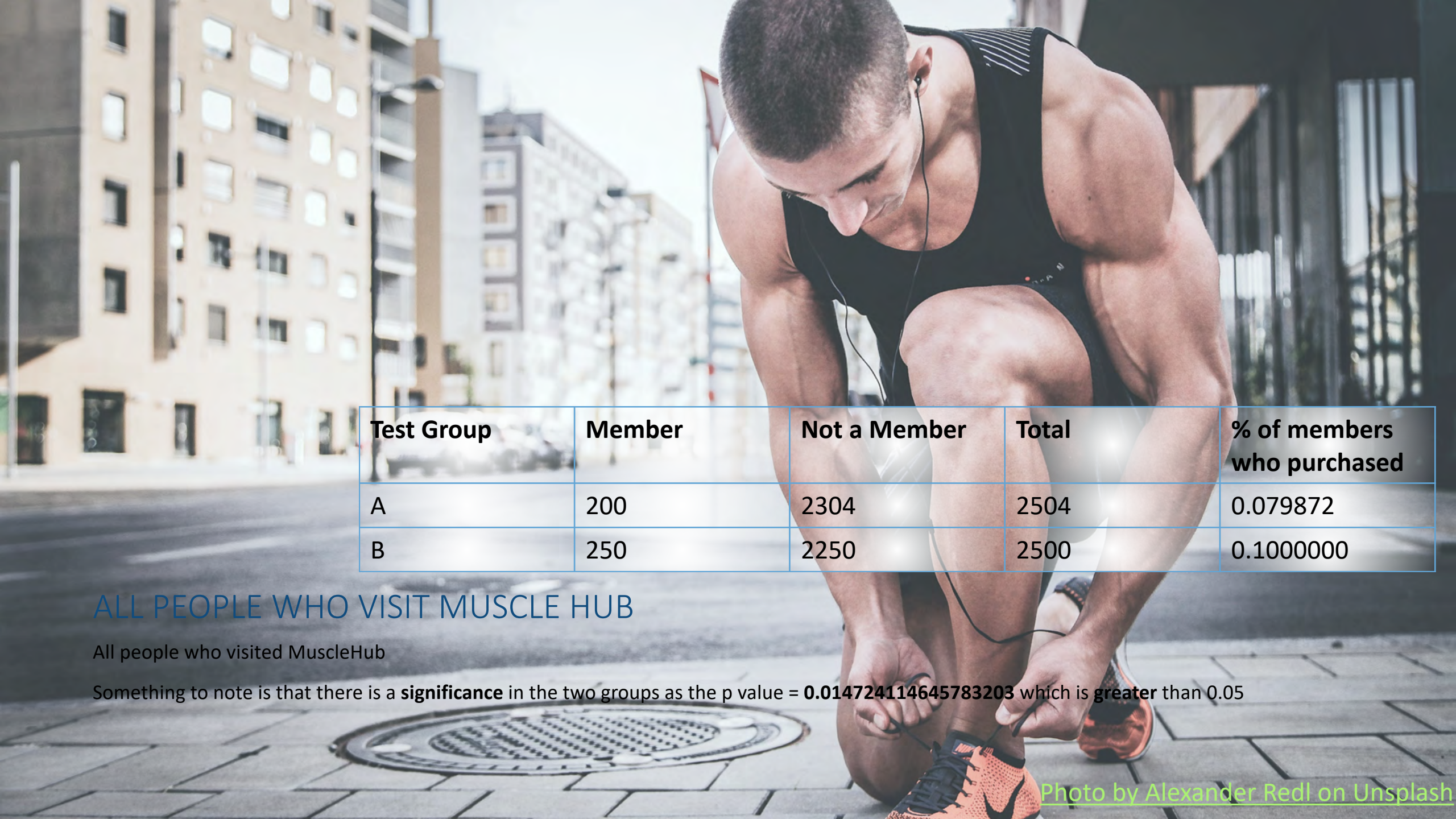
Test Group	Member	Not a Member	Total	% of members who purchased
A	200	50	250	0.800000
B	250	75	325	0.769231

PEOPLE WHO PURCHASED MEMBERSHIPS

People of the two test groups purchased a membership from MuscleHub

Something to note is that there is a **significance** in the two groups as the p value = **0.43258646051083327** which is **greater** than 0.05

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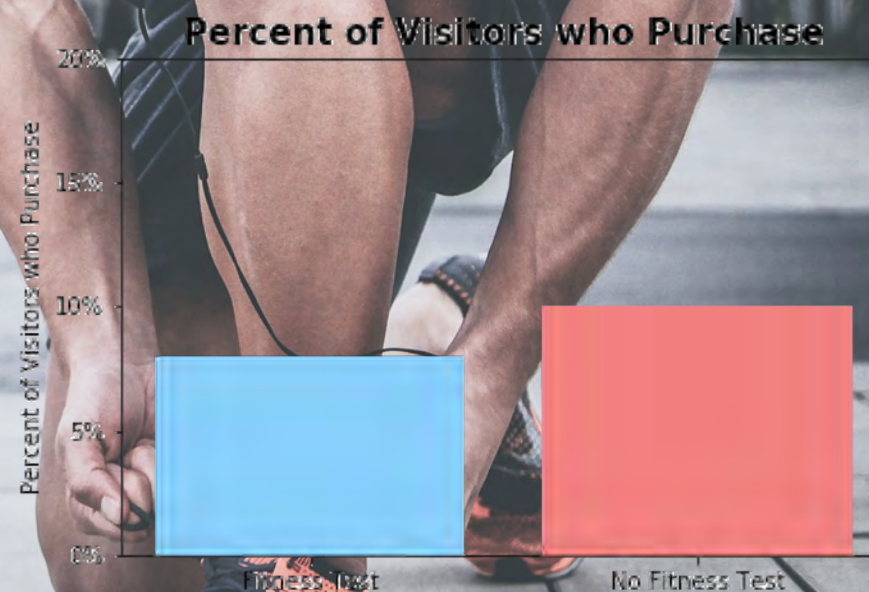
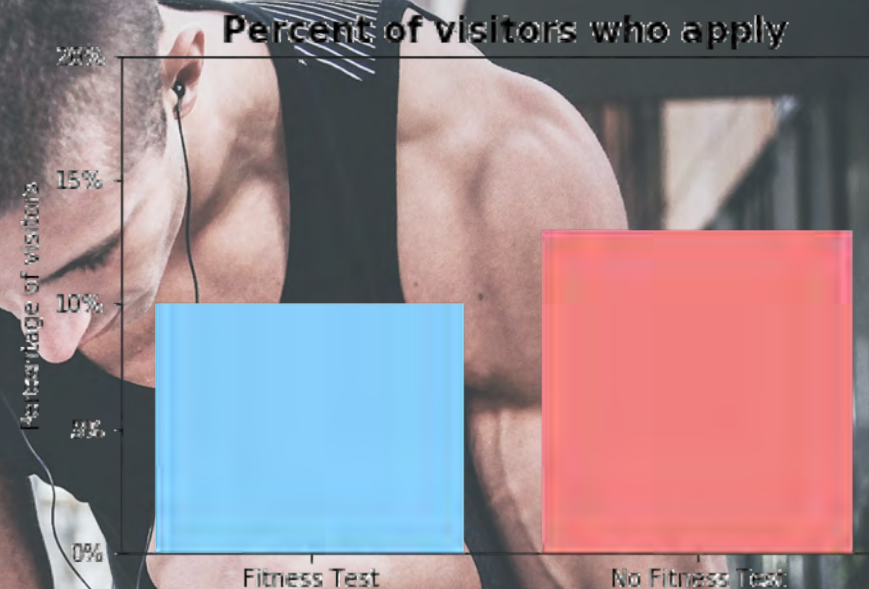
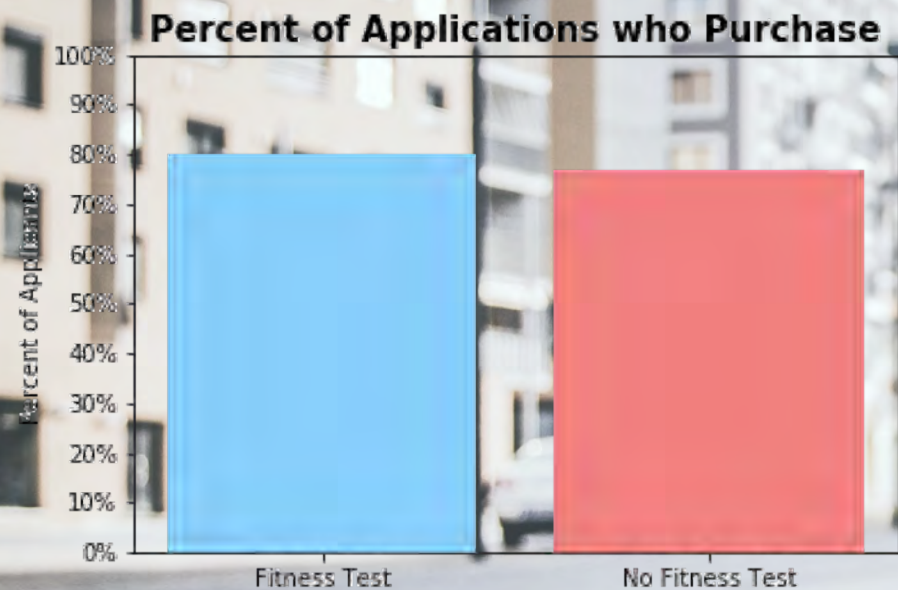


Test Group	Member	Not a Member	Total	% of members who purchased
A	200	2304	2504	0.079872
B	250	2250	2500	0.1000000

ALL PEOPLE WHO VISIT MUSCLE HUB

All people who visited MuscleHub

Something to note is that there is a **significance** in the two groups as the p value = **0.014724114645783203** which is **greater** than 0.05



SUMMARY

Three charts showing:

- Percent of visitors who apply
- Percent of applicants who purchase a membership
- Percent of visitors who purchase a membership

INTERESTING POINTS/ FACTORS

Picked up from interviews:

- The fitness test should not be too rigorous, but add value to the outcome and the person
- The fitness test should add value to the client and have a habit forming factor that lets the client come back for more
- Friendliness and being helpful at all times is a major advantage

Picked up from analysis:

- More visitors applied and did not take the fitness test (Test should be optional, but for the client's that do not know how to start this should definitely be an option)
- Clients who took out an application and purchased a membership and took the test are a fraction more than those who did not take the test

Suggestions:

- Maybe look to add some health tests – nutrition, glucose, blood pressure
- Adding another product to the range on offer, which are less strenuous: Yoga, Pilates, and Meditation



THANK YOU!

Photo by Alexander Redl on Unsplash