

MUSCLE HUB

Membership analysis

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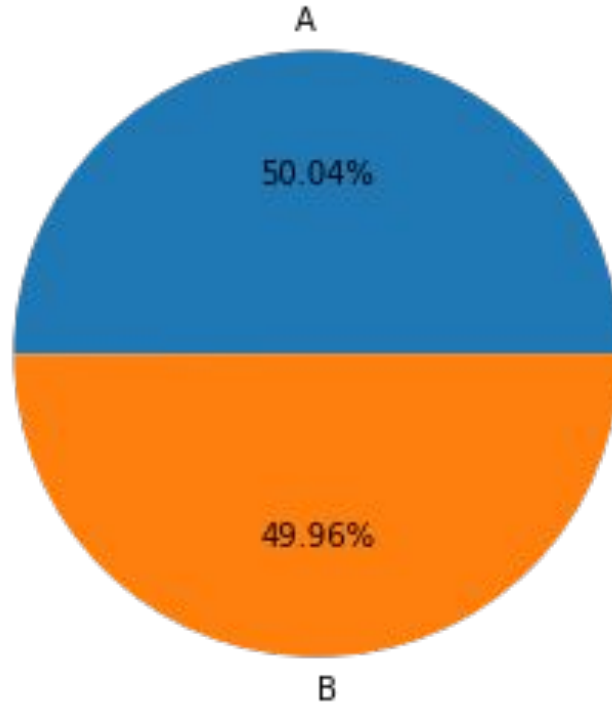
Membership Purchases: Test vs. no test

	Number of visitors	Number who purchased membership	Percentage who purchased membership
Tested	2504	200	7.987%
Not tested	2500	250	10.00%

Percentage of those who were tested vs. not tested

A = Tested

B = Not Tested



A/B Test

The Tested Group showed a purchase rate of **7.99%**

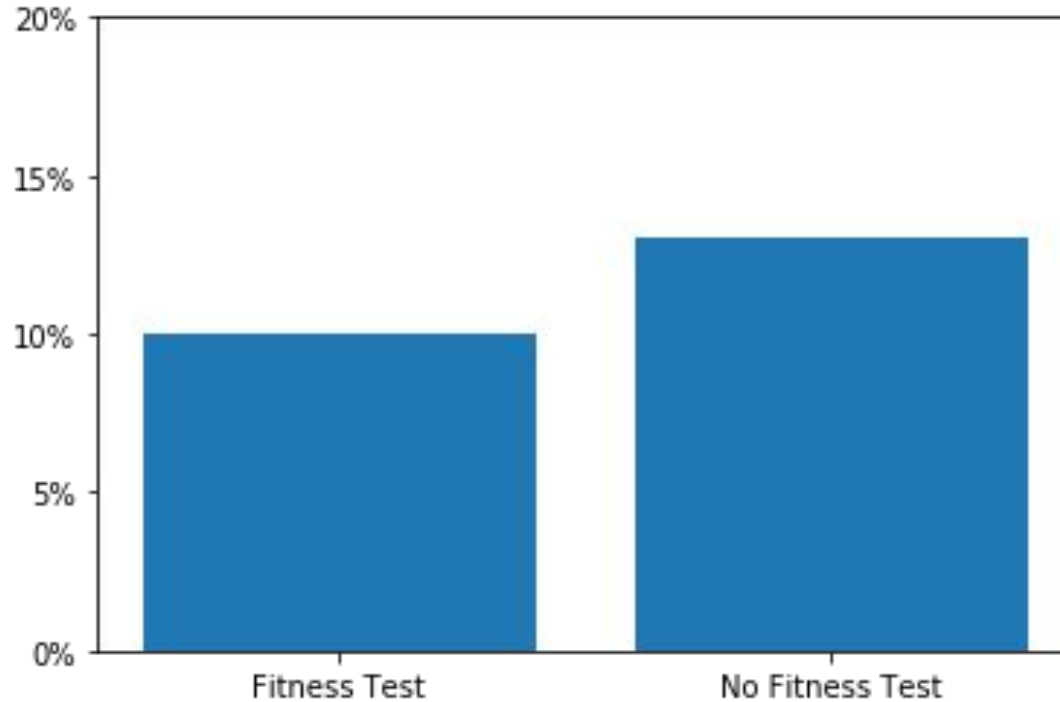
The Not Tested Group showed a purchase rate **10.00%**

The Not Tested Group purchase rate was **25.20%** higher than the Tested Group (lift).

The confidence of this test is 95%

The A/B test states that there is a significant difference in the memberships purchased by visitors who were not tested over visitors who were tested.

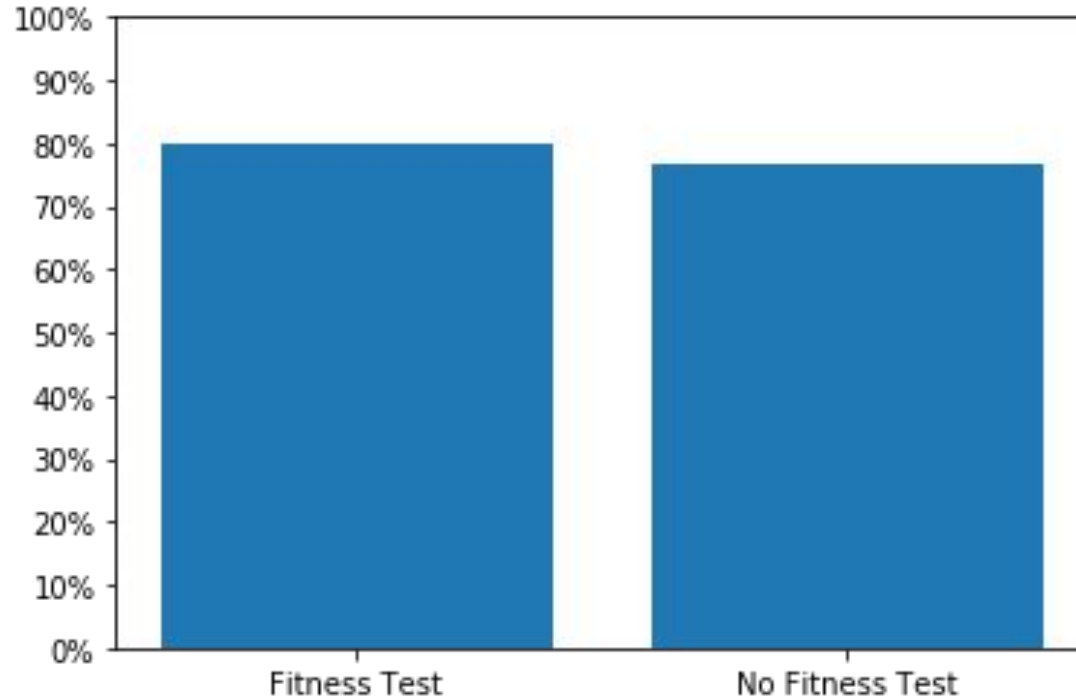
Percent who pick up an application



Pval = 0.00096

A chi-square test shows that there is a significant difference between the two groups. The Not Tested Group picks up an application 13% of the time, and the Tested Group only fills out an application 9.84% of the time after being tested. (these are APPLICATIONS, not purchased memberships)

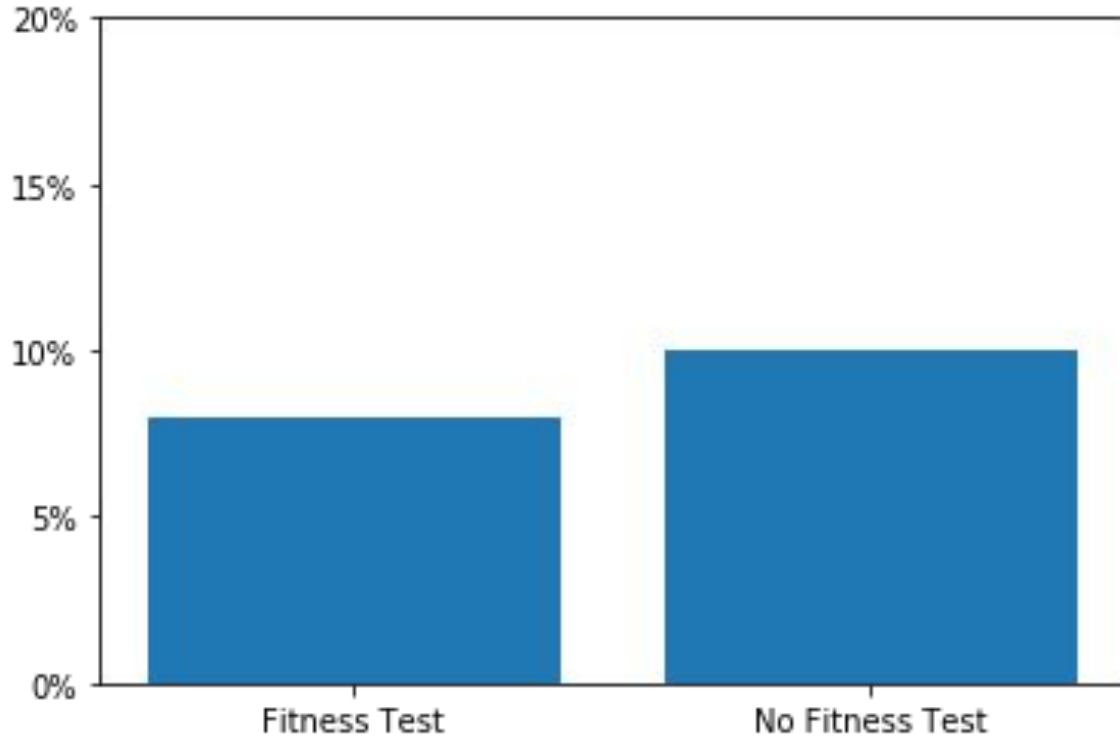
Percentage of those who applied that actually purchased



Pval = 0.4325

The chi-square test on these numbers showed there was no significant statistical difference between these two groups. Of those who took applications, 80.0% of the Tested Group purchased memberships, and 76.92% of those in the Not Tested Group purchased memberships.

Percentage of purchases of all visitors



Pval = 0.0147

A chi-square test of these two groups show a significant difference between them. The 10% purchase rate of the Not Tested Group is significantly higher than the 7.98% of the Tested Group.

Qualitative data

The interviews with some of the visitors confirms what was found with the research into the data. People prefer to not be tested before joining a health club. While some are motivated by the testing, the better option is to not test. The interviews show that most like a lighter, less intense approach.

Recommendation

The data supports the Manager Janet's hypothesis that people who are not tested on their visit are more likely to eventually purchase a membership.

The Health Club should stop testing visitors. The club will gain more members without this process. This process also takes resources and time to run. These resources can be reallocated for something else in the club.