
MuscleHub

Fitness Test Analysis

Question : do the fitness tests have a significant positive impact on purchasing a membership at MuscleHub ?

A/B Test Description

To analyze the impact of **fitness tests** in the purchase funnel, we divided visitors coming to MuscleHub, since 7-1-2017, into two distinct groups:

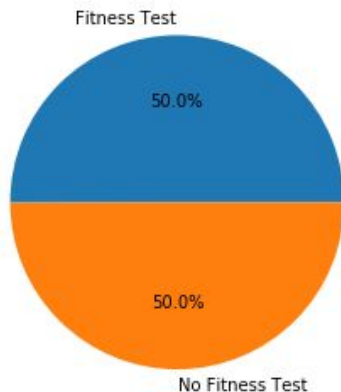
A : people who did fitness tests

B : people who did not fitness test

The two groups are perfectly well balanced:

2504 people in group A

2500 people in group B



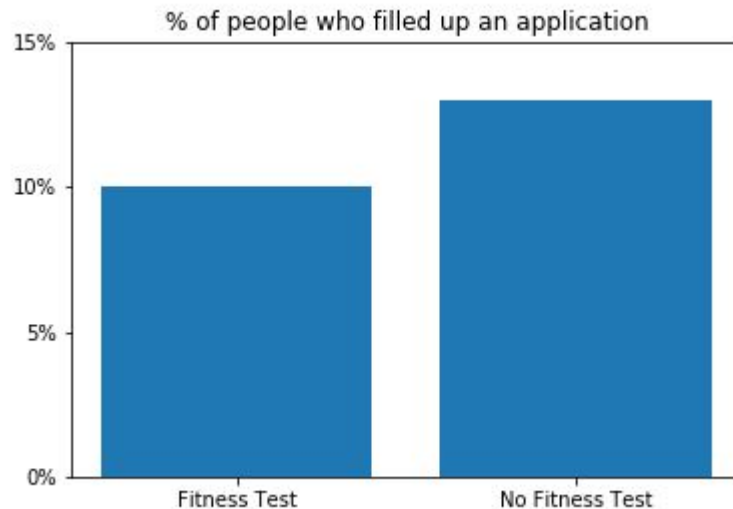
Test 1 : Impact on applications

	# applications	# visitors	%
Fitness Test	250	2504	9.98%
No Fitness Test	325	2500	13.00%

Is the test significant*?

Yes

* p-value of chi-2 test < 0.05



Visitors doing the fitness test are applying significantly less

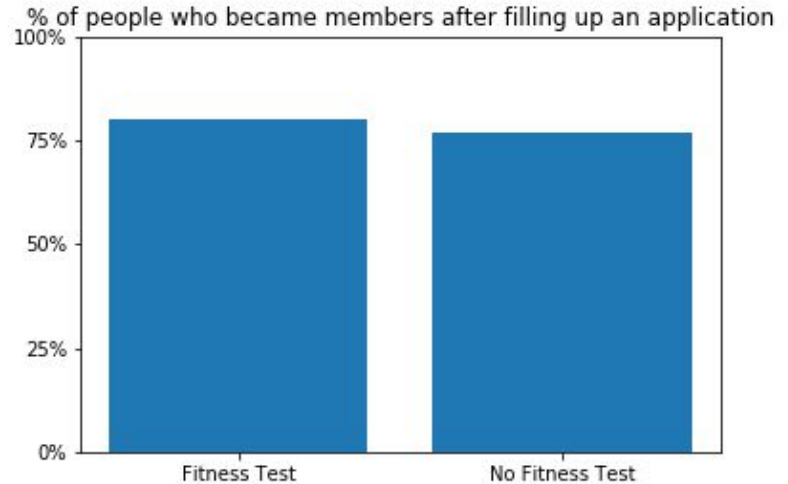
Test 2 : Impact on purchases among applicants

	# members	# applicants	%
Fitness Test	200	250	80.00%
No Fitness Test	250	325	76.92%

Is the test significant*?

No

* p-value of chi-2 test > 0.05



Test is not significant - We cannot compare group A and B

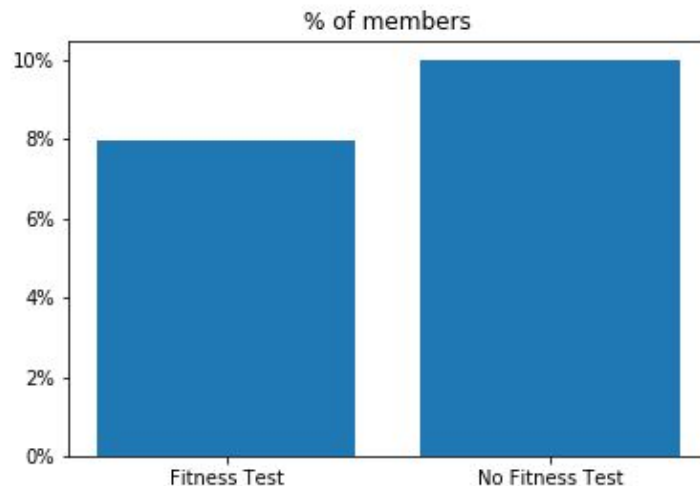
Test 3 : Impact on overall purchase

	# members	# visitors	%
Fitness Test	200	2504	7.99%
No Fitness Test	250	2500	10.00%

Is the test significant*?

Yes

* p-value of chi-2 test < 0.05



Visitors doing the fitness test are purchasing significantly less

Qualitative Data

Customers talk about MuscleHub :

[...] **MuscleHub's introductory fitness test was super helpful for me!**

- Cora, 23, Hoboken

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!" [...]

- 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 suuuuper 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

Some of our members seem to have appreciated the fitness test, but based on the testimonies, the **fitness tests can also be a no-go** ("regretted it").

Welcoming the clients and making the sign-up process easier are probably as decisive.

Recommendation

Based on our analysis and on qualitative data, we highly recommend to :

Remove the fitness test from the acquisition funnel

since :

it doesn't improve :

- either the % of final memberships
- nor the % of applications

Instead, we suggest to work on:

- making the sign-up process as easy as possible
- focusing on welcoming our visitors, without pressurizing them too much