

The logo features a stylized, light blue figure of a person with arms raised in a 'V' shape, set against a white circular background. The word 'MUSCLEHUB' is written in a bold, blue, sans-serif font across the center of the figure.

MUSCLEHUB

To test? Or not to test?

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Current State

- Currently potential members who visit take a fitness test with a trainer
- According to survey results some people can feel intimidated by this process

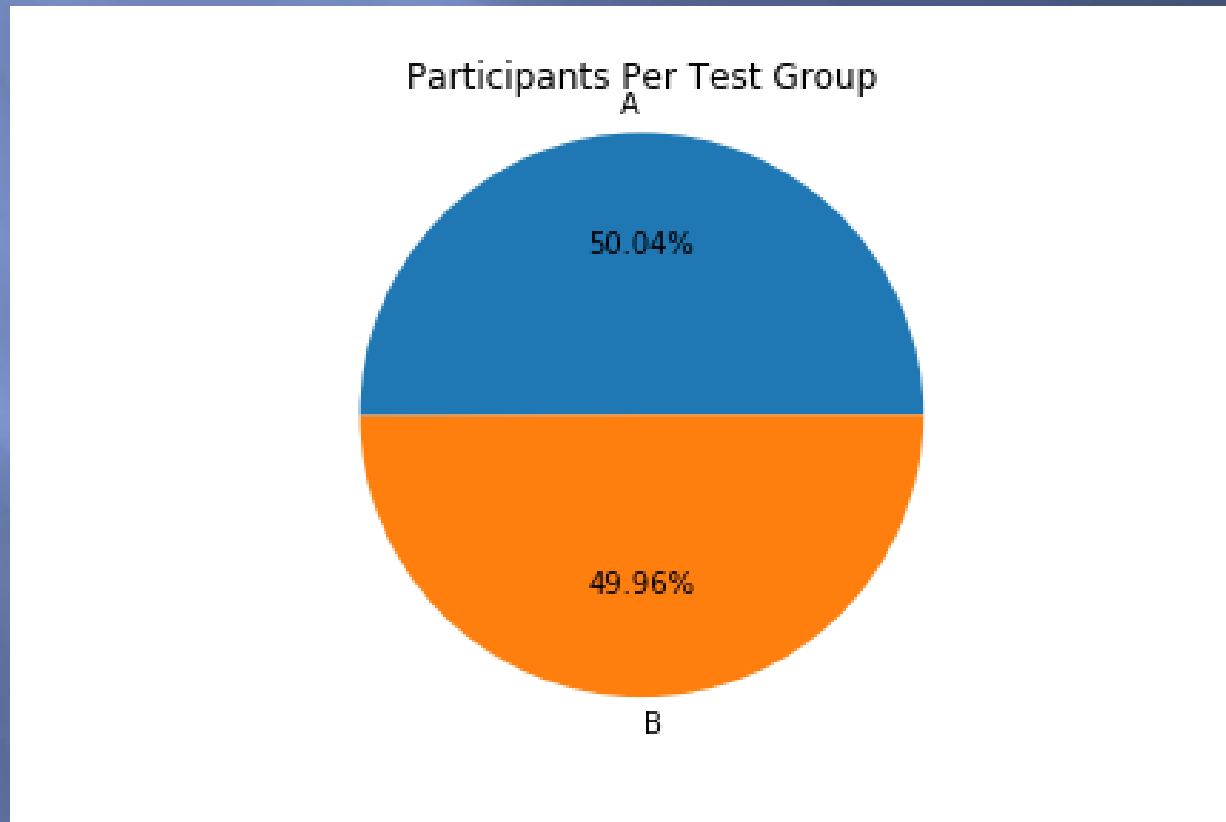
Is the fitness test hurting our sales?

Experiment

- A/B test
- Group A: Given the fitness test
- Group B: Not given the fitness test

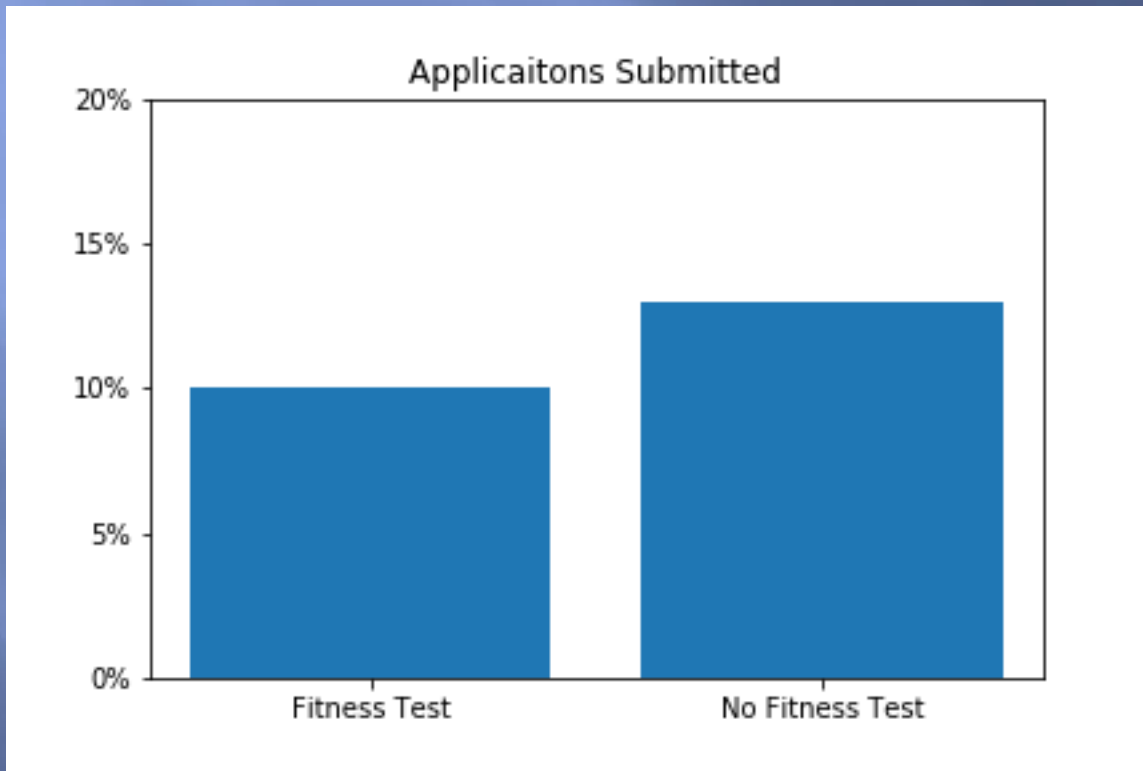
Participants

- Total Participants = 5004



Applications

- Percent of visitors that submit an application

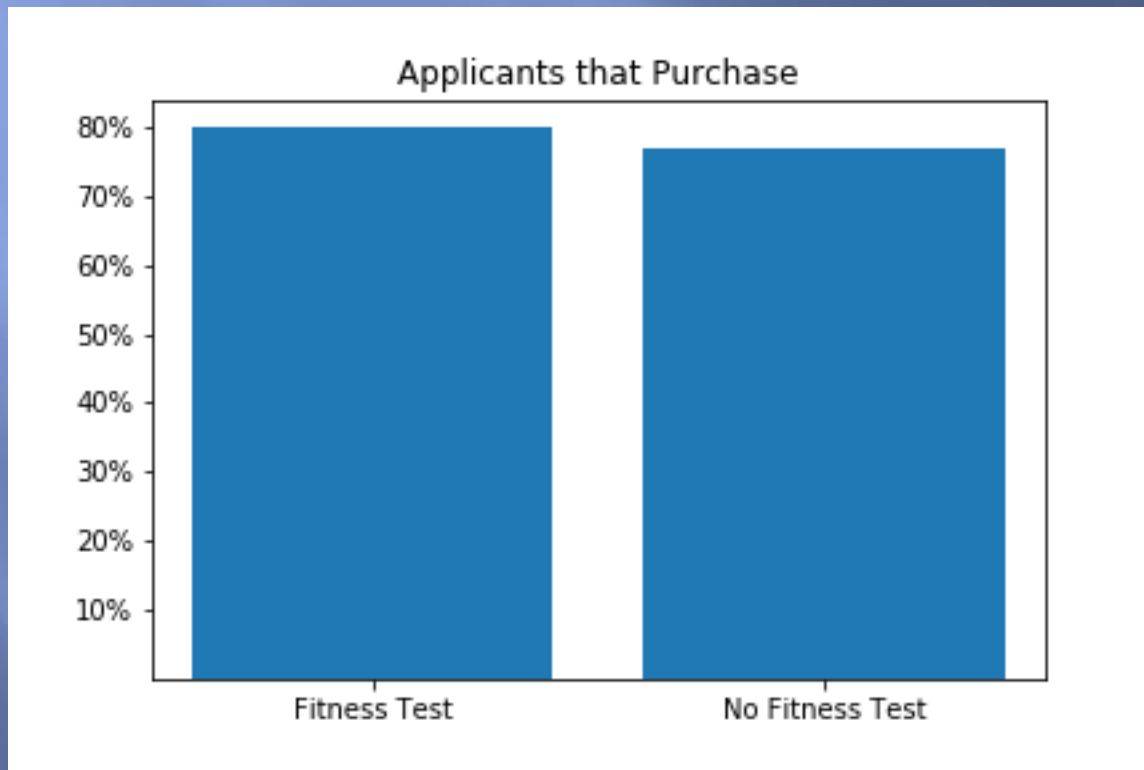


Statistical
Significance
 χ^2 test: $p=.001$

- ✓ Indicates a statistical significance in the two data sets

Memberships

- Percent of applicants that purchase a membership

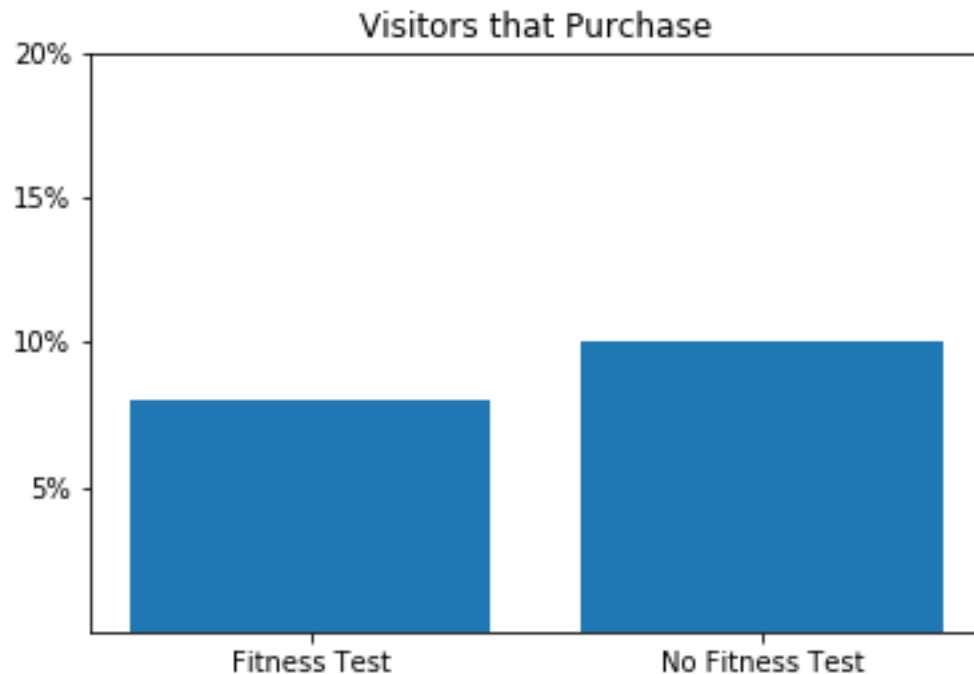


Statistical
Significance
 χ^2 test: $p=.432$

✗ No statistical significance in the two data sets

Total Purchases

- Percent of visitors that purchase a membership



Statistical
Significance
 χ^2 test: $p=.015$

- ✓ Indicates a statistical significance in the two data sets

Conclusion

- Group B (no fitness test) is statistically more likely to purchase a membership than Group A (fitness test)
- Most visitors that fill out an application will become members

Recommendations

- Eliminate the fitness test
- Focus on getting visitors to fill out applications