



MuscleHub's Fitness Test

Is it cutting down potential membership?

The problem

Background

At MuscleHub, prospective members currently must take a fitness test before taking an application for membership. After filling out the application, the customer sends in the first month's payment.

Data

MuscleHub has data on four important dates:

- Visit date
- Fitness Test date
- Application date
- Purchase date

Hypothesis

More people will sign up for membership if they do not have to do an intimidating fitness test beforehand.

Group A

Potential members asked to take a fitness test with a personal trainer before receiving an application, as per the current process for membership.

We had 2504 people in group A

Group B

Potential members will skip the fitness test and can proceed directly to the application.

We had 2500 people in group B

Comparison testing

To determine statistical significance in each of these cases, we used a Chi Square Test because we have data from two categories to compare. If the p-value turned out less than 0.05, we knew the results of our comparison were significant and not the result of random chance.

Test 1

Who picked up an application?

We looked at how many people picked up an application in each group.

Test 2

Applicants who purchase a membership?

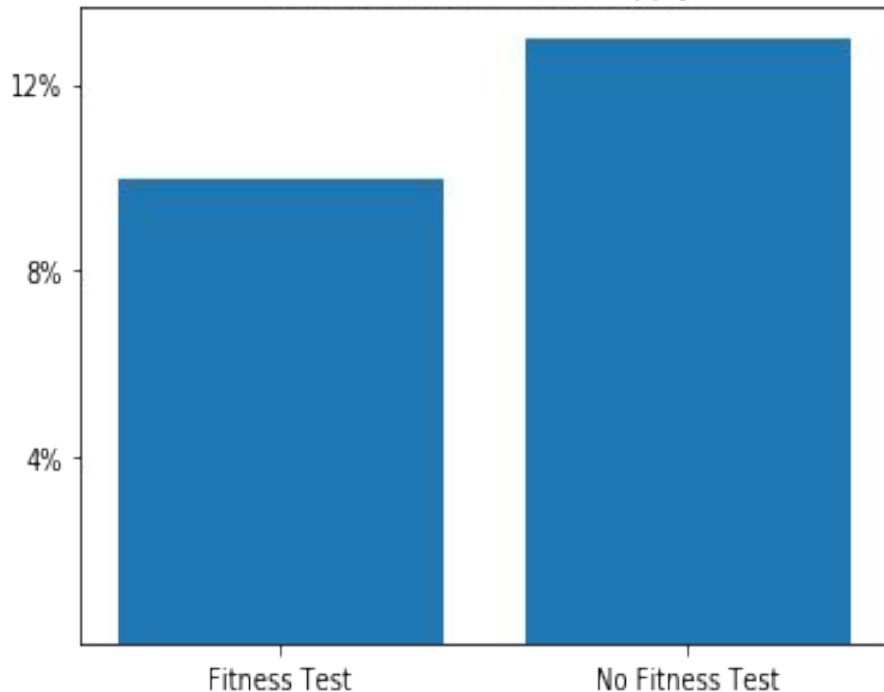
Of the people who picked up an application, we looked at who eventually purchased the membership in each group.

Test 3

Visitors who purchase a membership?

We looked at how many visitors in each group eventually purchased a membership.

Percent of visitors who apply



1. Impact

- 10% of people in Group A picked up an application versus 13% in Group B
- The results of this comparison are statistically significant.

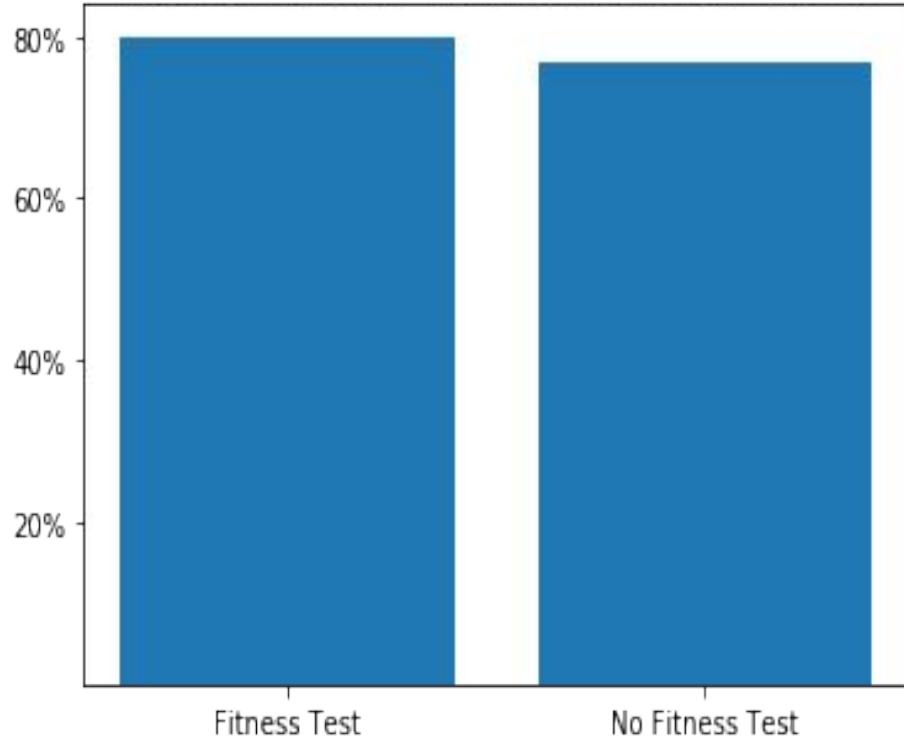
This supports our hypothesis that the fitness test intimidates people, since we have significantly more people who picked up an application without having to do the fitness test. The difference, however, is not astronomical, only about 3%.

2. No Impact

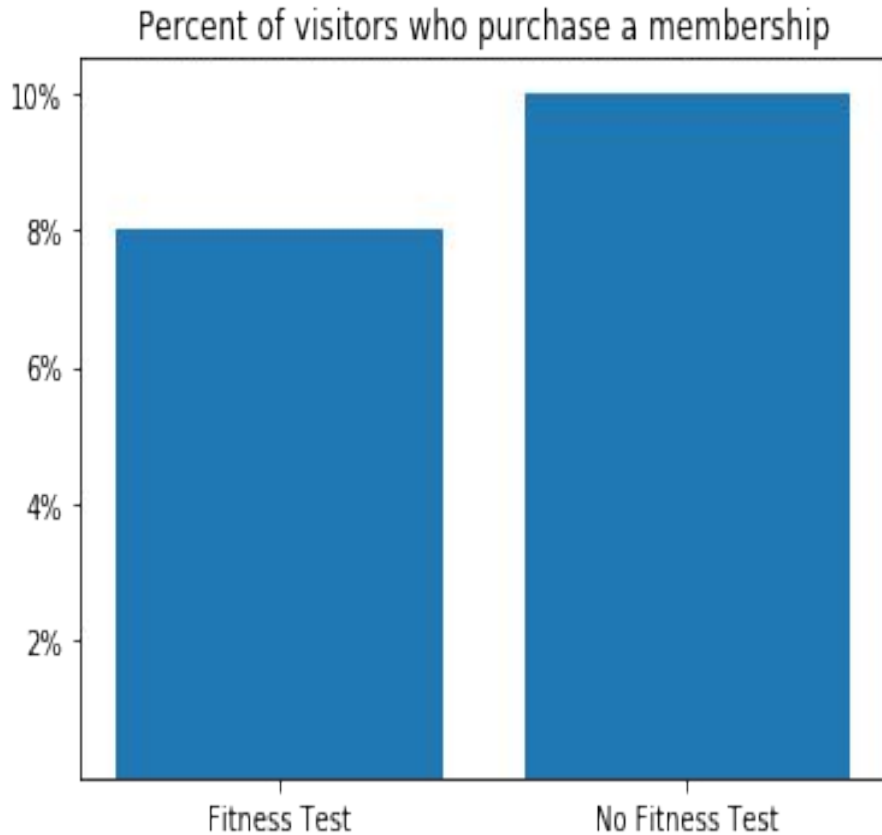
- 80% of applicants in Group A purchased a membership versus 77% in Group B.
- The results of this comparison were **not** statistically significant.

Since our results were not statistically significant, we cannot say that requiring the fitness test made much of a difference in getting people who **already applied** to actually purchase a membership.

Percent of applicants who purchase a membership



3. Impact



- 8% of visitors purchased a membership in group A, versus 10% in group B.
- The results of this comparison were statistically significant.

This test again supports our hypothesis, since we had significantly more people purchasing a membership from group B than group A. However, the difference is again not huge, only about 2%.

Conclusion and Recommendations

- The fitness test does intimidate and prevent potential members both in picking up the application and the eventual purchase of membership.
- Since the difference in potential membership is relatively low, MuscleHub may prefer to keep its current practice in order to maintain its high-profile, high-quality membership and appearance.