

MuscleHub

Visitors A/B Test Results

Presented by Rob Cardenas

Hypothesis

Visitors who skip the fitness test and proceed directly to the application will more likely purchase a membership to MuscleHub.

An A/B test will be used to test this hypothesis.

Data Background

- About 5,000 visitors were involved in this A/B test over a span of 3 months.
- Group A is the current process. and Group B is the variable process.
- Demographics did not play a role in this A/B test
- Data was analyzed using SQL and several Python libraries



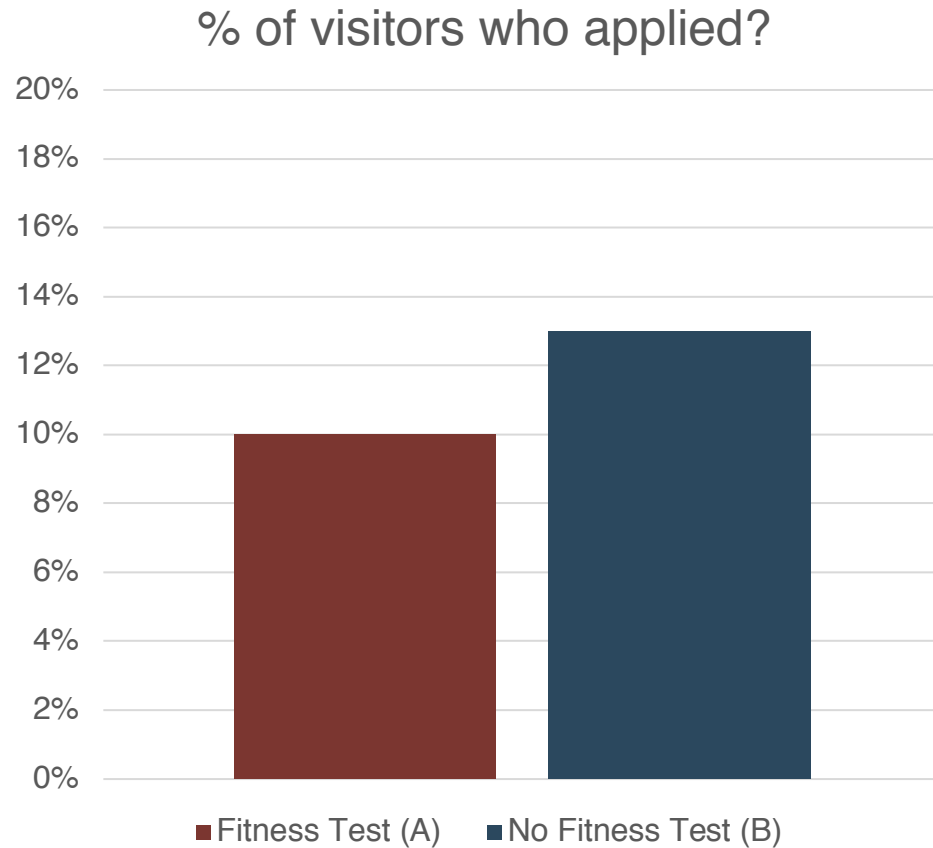
What Happened?

The hypothesis turned out to be correct, visitors who were not asked to take the fitness test were 25% more likely to become a member.

However, the test also showed that from the application to joining stage that group A (fitness test) were 4% more likely to join after picking up the application.

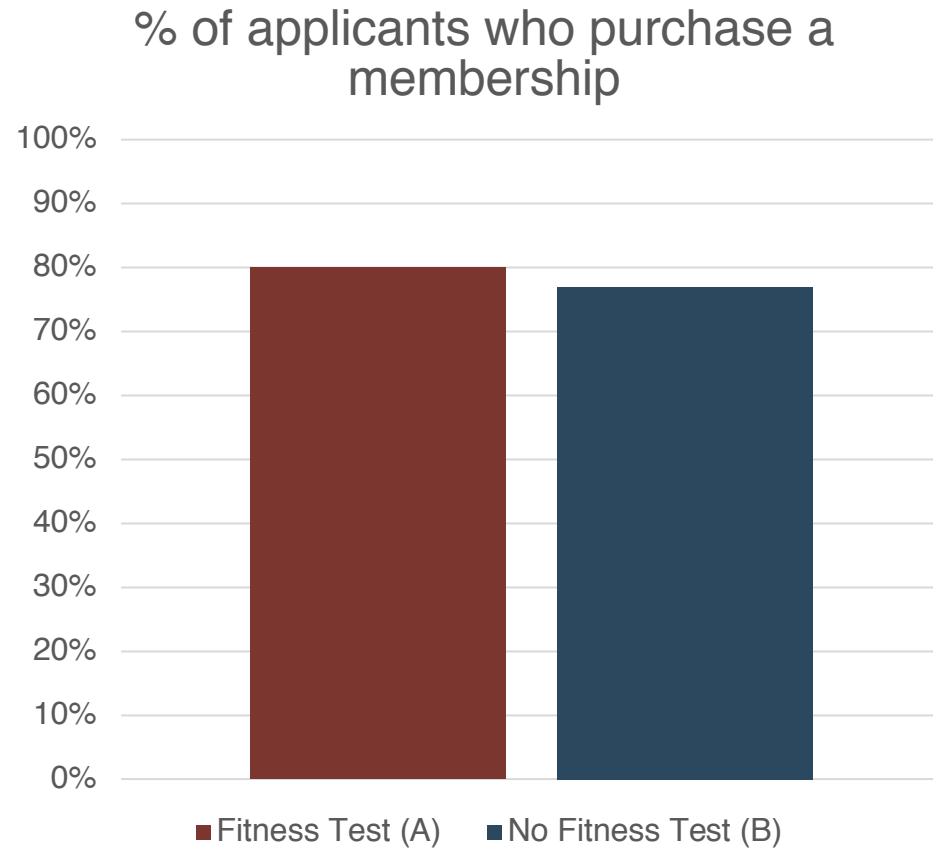
The next several slides will go into more detail with a recommendation.

Conversion 1: Visitors Who Applied



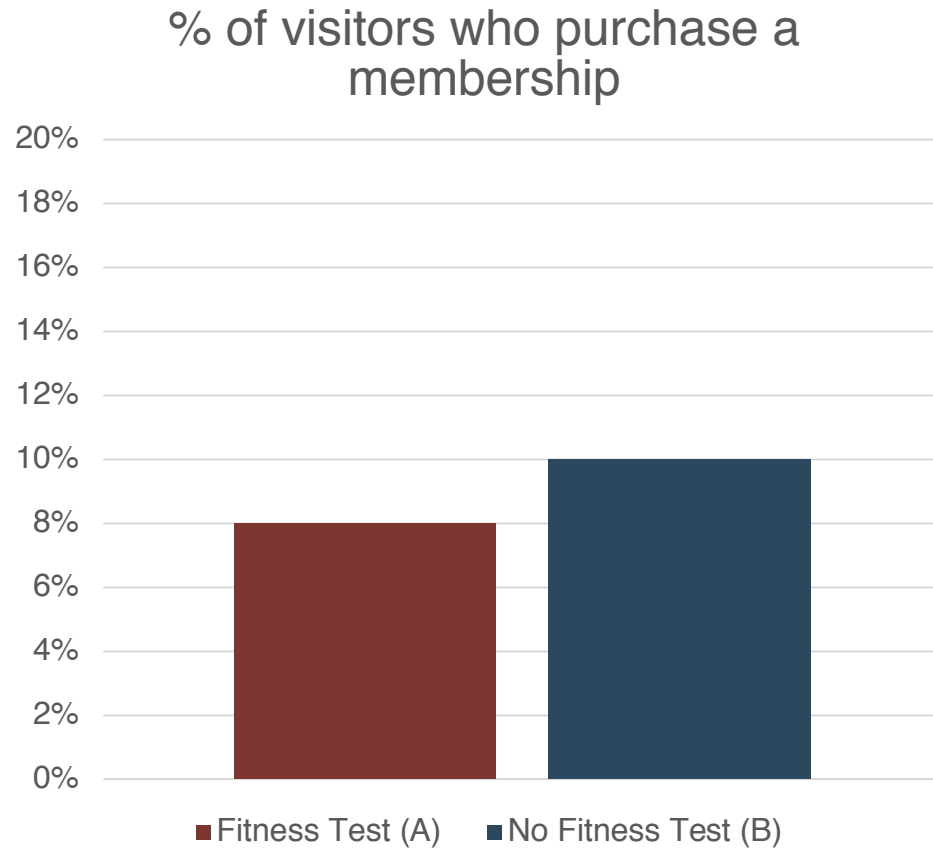
- 13% of the visitors from Group B (no fitness test) applied while only 10% of Group A (fitness test) applied.
- Forcing the fitness test is reducing the number of applications MuscleHub gets by 30%.

Conversion 2: Applicants Who Joined



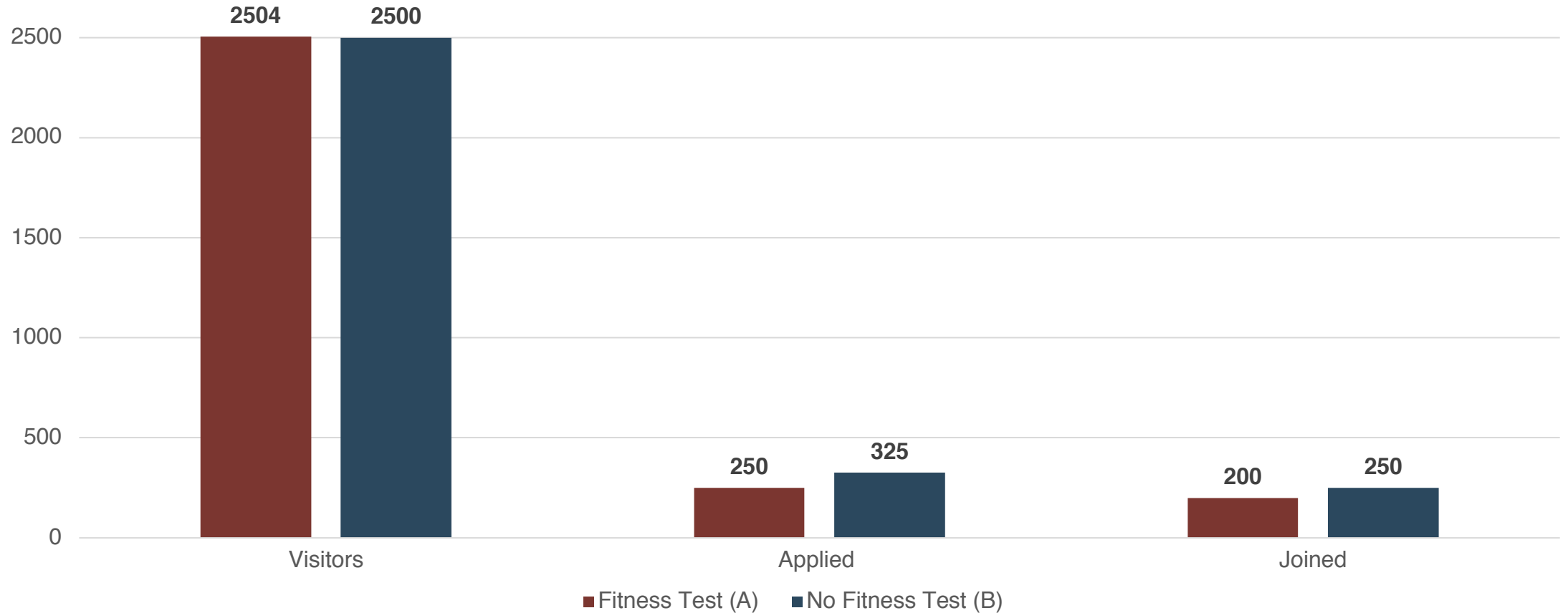
- This is the only test that favors Group A (fitness test) because they had about 4% more applicants join MuscleHub
- Knowing this, it is not recommended throwing out the fitness test completely

Conversion 3: Visitors Who Joined



- This is the primary test that shows that visitors who do not take the fitness test are 25% more likely to apply.
- Even though the applicants who took the fitness test were more likely to join, the overall funnel conversion went to Group B (no fitness test).

Full Funnel Form Visit To Joining



Recommendation

I would recommend removing the fitness test as a mandatory step. Since applicants who do take the fitness test are more likely to join MuscleHub, we should offer it as an option. This will allow MuscleHub to take advantage of the different findings during this experiment.

Accommodating both visitors who want a challenge and people who are looking to start a new lifestyle will maximize membership.

Two Quotes To Support Recommendation

I always wanted to work out like all of the shredded people on the fitness accounts I see on Instagram, but I never really knew how to start. MuscleHub's introductory fitness test was super helpful for me! After taking the fitness test, I had to sign up and keep coming back so that I could impress my trainer Rachel with how much I was improving!

- Cora, 23, Hoboken

I saw an ad for MuscleHub on BookFace and thought I'd check it out! The people there were suuuuuper 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