ARE FITNESS TESTS NECESSARY?

Presenting the difference of conversion of visitors to membership by changing the procedure of greeting visitors at MuscleHub.

Roy Takami

Overview

- A/B Tested on MuscleHub's current conversion of membership to newly visitors.
- Considered if "A fitness test" affect the number of visitors resulting buying a membership or not.

Overall,

YES   BY 2%
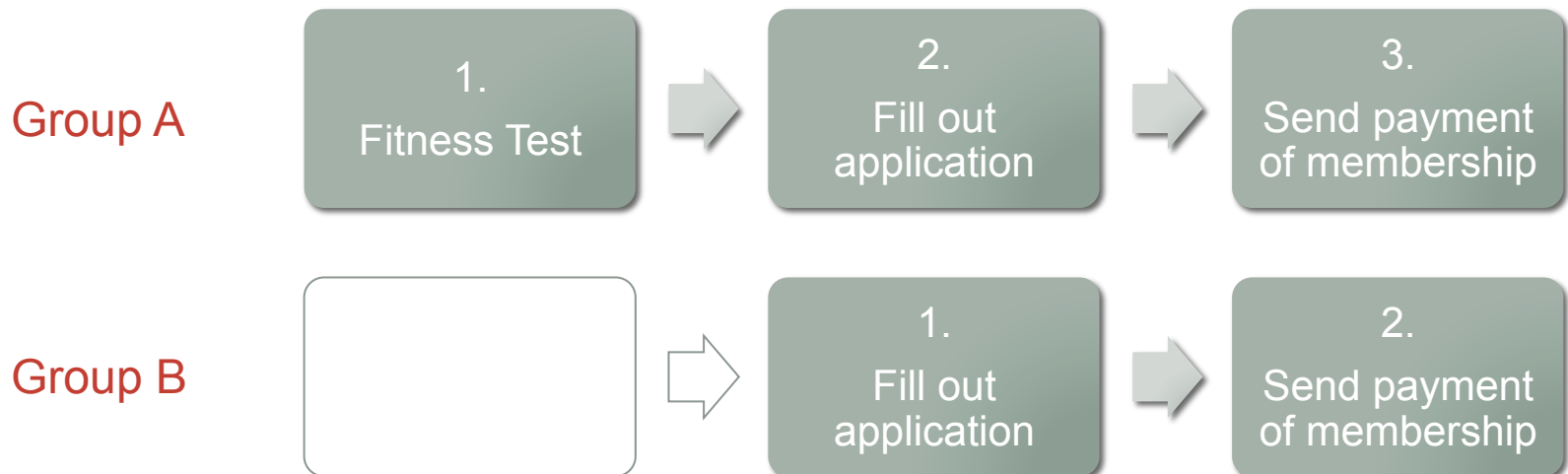
Current Numbers

- From July 1st – Sept 9th

	Visitors	Applicants	Membership
#	5004	575	450
% of out of Visitors	100%	11.5%	9.0%
% of out of Applicants	-	100%	78%

- And A/B Tested on visitors on same time of period.

A/B Test

- Randomly assigned visitors to one of two groups and equally:
  - Group A: Current procedure that still be asked to take a fitness test with a personal trainer
  - Group B: New procedure that skips the fitness test and proceed directly to the application

Procedures to membership

Group A	1.\nFitness Test	→	2.\nFill out application	→	3.\nSend payment of membership
Group B		⇒	1.\nFill out application	→	2.\nSend payment of membership

A/B Test

- Compared each procedures success.
    1. Applicants to Membership
    2. Visitors to Membership
    3. Visitors to Applicants

- Number of visitors per group
    - Group A 2504 visitors
    - Group B 2500 visitors
    - 0.04% of difference

- Used Chi-Square Statistic to see if # of Group A and Group B membership means significant of not.

Results 1: Applicants to membership

- Considered how much difference among Applicants in Group A and Group B

- We did see the Group A has more membership by 4%

- And in statistic point of view, p-value shows less than 5% meaning that the difference is significant.

Group	Member	Not member	Total of Applicant	% of member
A	200	50	250	80%
B	250	75	325	76%

p-value = 4.3%

Results 2 :Visitors to membership

- Considered how much difference among Visitors in Group A and Group B
- We did see the Group B has more membership by 2%
- And in statistic point of view, p-value shows less than 5% meaning that the difference is significant.

Group	Member	Not member	Total of Applicant	% of member
A	200	2304	2504	8%
B	250	2250	2500	10%

p-value = 1.4%

Results 3: Visitors to Applicants

- Compared how much differences does 2 groups has in the process of Visitors to Applicants.

- We did see the Group B has more Applicants by 3%

- And in statistic point of view, p-value shows less than 5% meaning that the difference is significant.

Group	Application	No Application	Total Visitors	% of member
A	250	2254	2504	10%
B	325	2175	2500	13%

p-value = 0.9%

So Far, What we know is,,,

- If 1000 visitors has come

	Group	Visitors to Applicants	Applicants to membership	Visitors to membership
#	A	100	80	80
	B	130	98	100
%	A	10%	80%	8%
	B	13%	76%	10%

- Group B with no fitness test tend to have more membership than Group A.

Recommendations so far,,

- If "no fitness" plan will be adopted, these are consideration we recommend.

    - Group B does inferior to converting visitors to applicants.
    - Meaning should consider the expense of advertisement to visitors worth the lower conversion "no fitness" has.
    - Result of the A/B test could be time period related. Should continue this test for more accuracies.

Thanks You!