MuscleHub

membership process data analysis

Antecedents:

Muscle Hub approached us with the concern that their Fitness Test was not working as expected, instead of encouraging potential costumers to become members, it might be intimidating them.

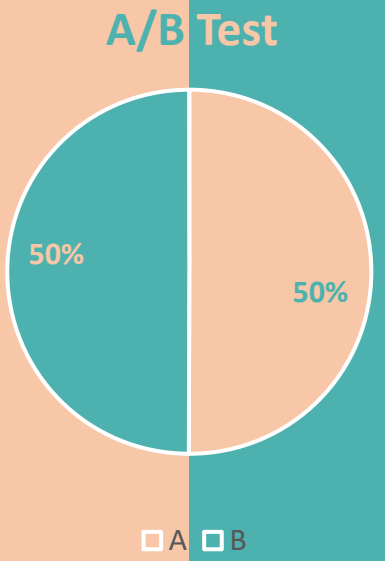
In order to prove this thought the company has hired us to perform and A/B Test where visitors have randomly been assigned to one of two groups:

- Group A which has been asked to take a fitness test with a personal trainer
- Group B which has skipped the fitness test and has proceeded directly to the application

Dataset:

To perform the A/B Test, MuscleHub has granted us access to their SQLite database, where we have been able to merge all the following company data in a single Data Frame:

- Visits
- Fitness Tests
- Applications
- Purchases

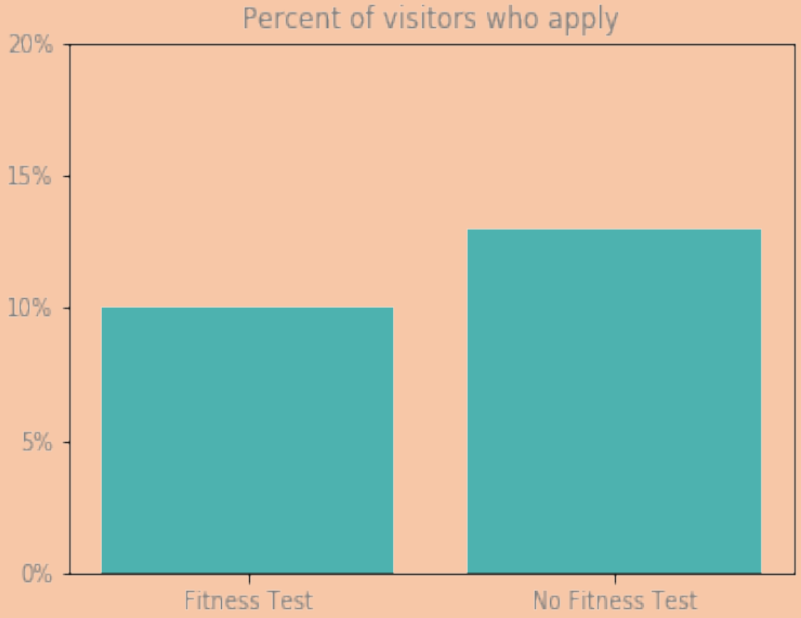


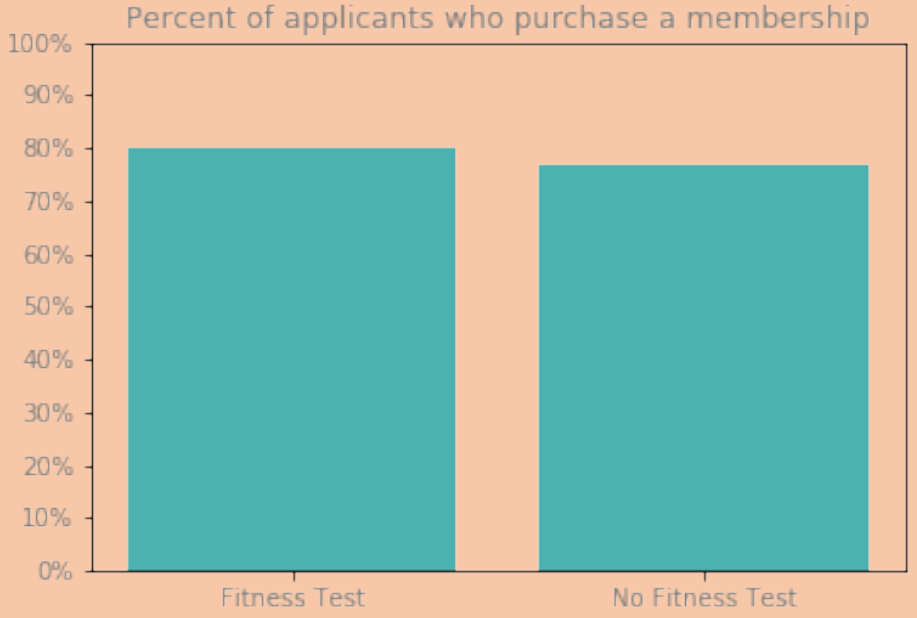
Population for the A/B Test: 5.004

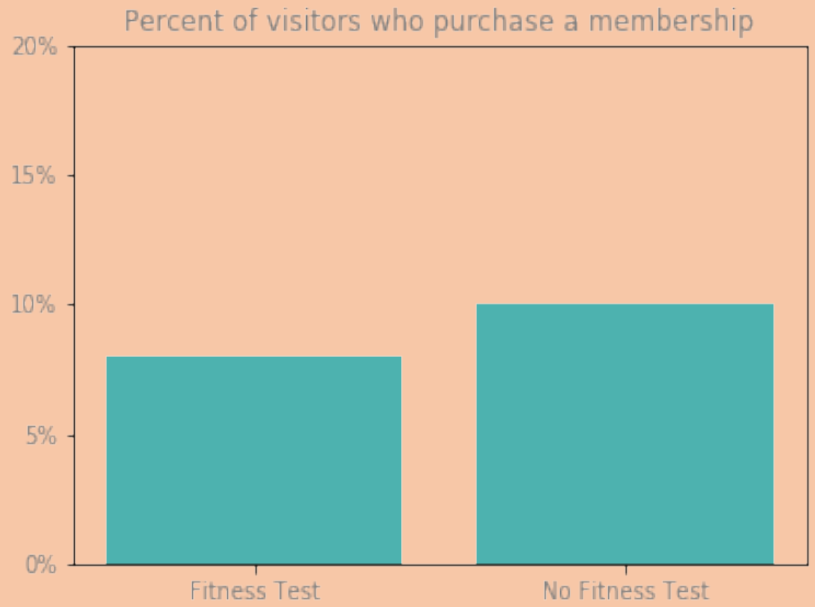
Additionally, we have conducted an interview among different gym visitors who participated in the A/B test.

Insights

After performing the analysis on the A/B Test we obtained the following results:







Qualitative data:

"I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it."

"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!" "

"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."

Hypothesis tests results

With the obtained results from the A/B Test we have performed a Chi Square test, which is the appropriate test when we have two or more categorical datasets that we want to compare, which is MuscleHub case, where we have to groups of people (A/B) and we want to check whether among those groups might be significant difference when applying and purchasing a membership.

After performing the Chi Square Test we can confirm that:

1. There IS statistical significance between making an application and belonging to Group A or B. Therefore, we can say that the group that has skipped the fitness test is more likely to fill out an application.

2. There is NO statistical significance between purchasing the membership after filling out the application and belonging to Group A or B. Therefore, we cannot assure that the applicants who took the Fitness Test where more likely to purchase a membership.

3. There IS statistical significance between purchasing the membership and belonging to Group A or B. Therefore, we can say that the group that has skipped the fitness test is more likely to purchase a membership.

Conclusions & Recommendations

Both, the quantitative data and the qualitative data indicate that MuscleHub Fitness Test might be discouraging potential customers from purchasing a membership.

The answers provided in the conducted interviews point that the main reasons why the Fitness Test may prevent potential customers are that those can feel to hard and intimidating and also because clients value a quick sign up process that tests might be delaying.

After our analysis we suggest **MuscleHub** remove the Fitness Test from their sign up process, as the data analysed concludes that even though in some cases the Fitness Test can help to purchase the membership, in most cases it don’t.

THANK YOU