

Muscle Hub A/B Test

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Does a fitness test improve application rates and/or membership?

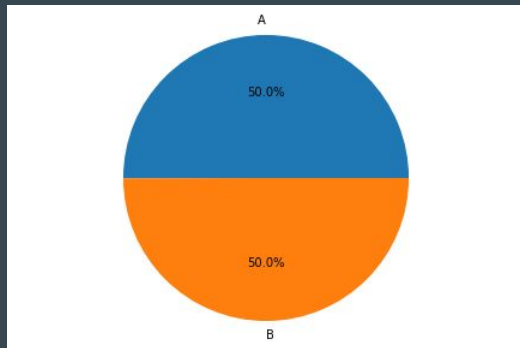
A/B Test Groups (Description)

Group A

- Will be asked to take a fitness test with a personal trainer.
- Current process
- 2504 participants in A/B Test

Group B

- Will proceed directly to the application and will not get a fitness test.
- New process (proposed)
- 2500 participants in A/B Test



Available Data (Summary)

The data set we collected for this A/B testing was comprised of the following information:

- Personal Information (first/last name, gender)
- Contact Information (email address)
- Necessary Dates
 - Visit date
 - Fitness test date (if applicable)
 - Application date (if the customer filed an application)
 - Purchase date (if the customer became a member)

*MuscleHub's introductory fitness test was **super helpful** for me!*

- Cora, 23, Hoboken

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

- Sonny "Dad Bod", 26, Brooklyn

*I tried to sign up for LiftCity last year, but the fitness test was **way too intense.***

- Shirley, 22, Williamsburg

Hypothesis Testing

We used Chi Square hypothesis testing to analyze the data.

- Justification - This test allows us to determine whether there is a significant difference between multiple categories (i.e. fitness test or no fitness test).

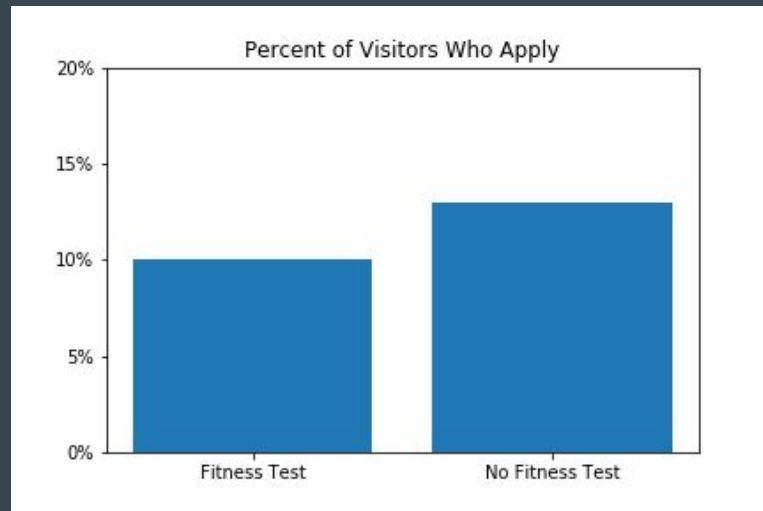
We performed three hypothesis tests:

- Test 1 - How does the fitness test affect the application rate?
- Test 2 - How does the fitness test affect the likelihood that an applicant will become a member?
- Test 3 - How does the fitness test affect the likelihood that any visitor will become a member?

Test 1

How does the fitness test affect the application rate?

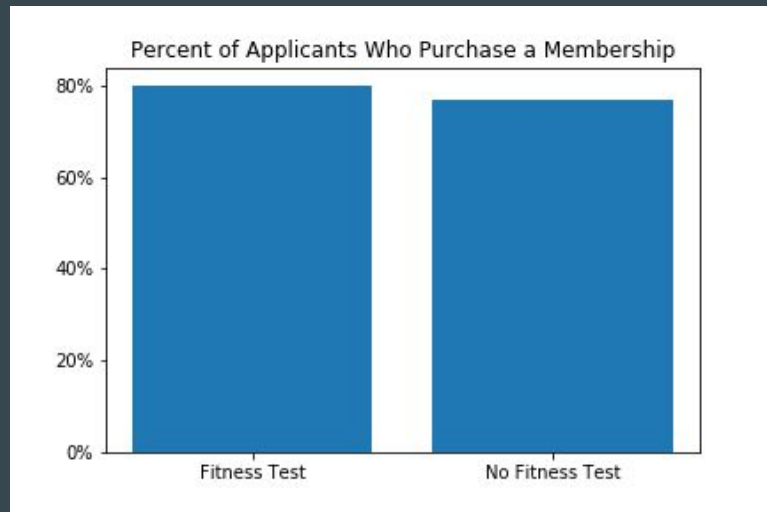
- Fitness Test - 10% applied
- No Fitness Test - 13% applied



Test 2

How does the fitness test affect the likelihood that an applicant will become a member?

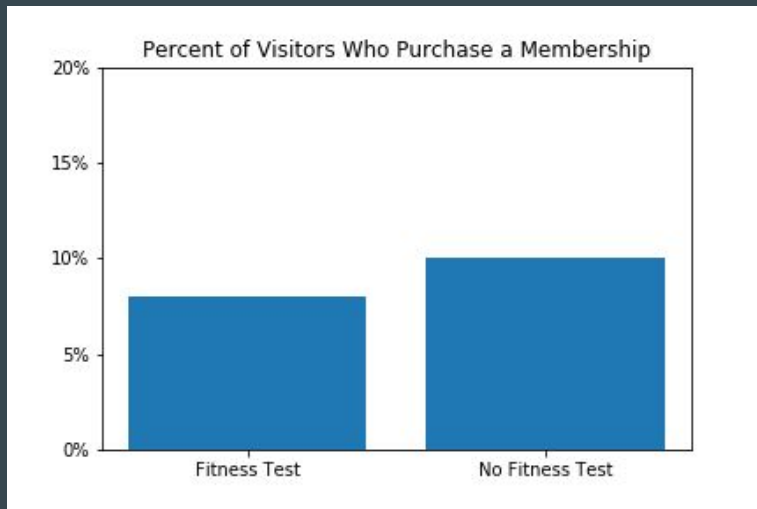
- Fitness Test - 80% became a member
- No Fitness Test - 77% became a member
- Note: our hypothesis test indicated that there is not a significant difference between groups A and B for this test.



Test 3

How does the fitness test affect the likelihood that any visitor will become a member?

- Fitness Test - 8% became a member
- No Fitness Test - 10% became a member



Summary of Data

Test 1 - How does the fitness test affect the application rate?

- Group A: 2504 total participants | 250 people filed applications | 2254 did not apply
- Group B: 2500 total participants | 325 people filed applications | 2175 did not apply

Test 2 - How does the fitness test affect the likelihood that an applicant will become a member?

- Group A: 250 applicants | 200 people became members | 50 did not become a member
- Group B: 325 applicants | 250 people became members | 75 did not become a member

Test 3 - How does the fitness test affect the likelihood that any visitor will become a member?

- Group A: 2504 total participants | 200 people became members | 2304 did not become a member
- Group B: 2500 total participants | 250 people became members | 2250 did not become a member

Recommendation for MuscleHub

Group B was more likely to purchase a member to MuscleHub.

The fitness test does not increase application rates or membership.

The fitness test should be removed from the process for potential members.