

MUSCLEHUB GYM

A/B TEST

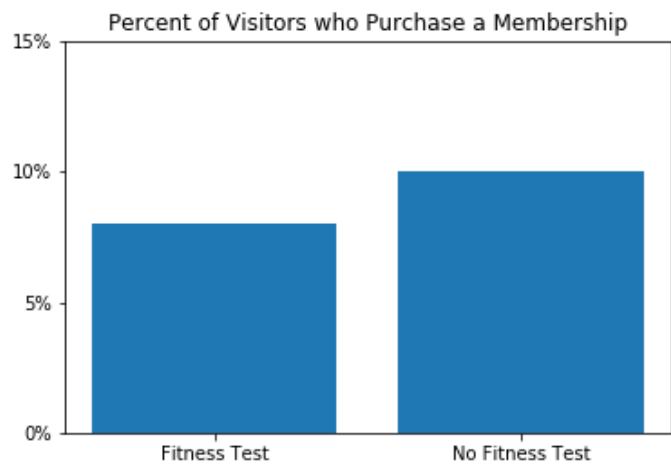
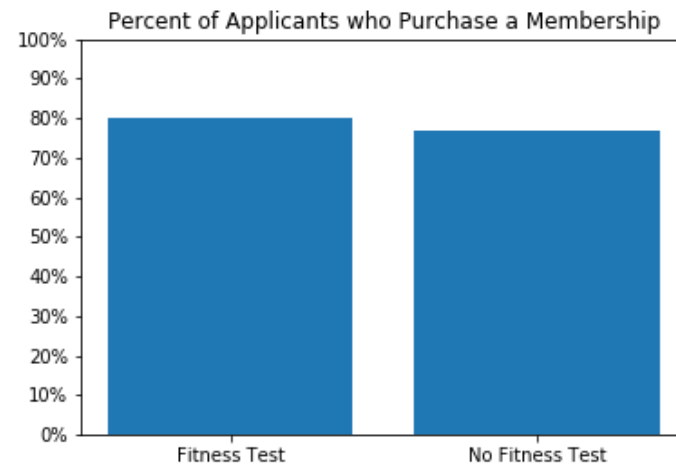
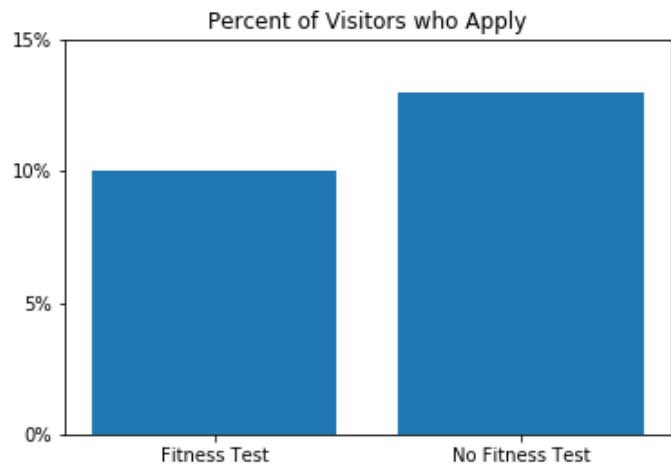
CAPSTONE PROJECT 1
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OBJECTIVE

- TO CONDUCT AN A/B TEST ON MUSCLEHUB GYM TO TEST THE HYPOTHESIS THAT VISITORS WHO SKIP THE FITNESS TEST(GROUP B) ARE MORE LIKELY TO PURCHASE A GYM MEMBERSHIP COMPARED TO VISITORS WHO TAKE A FITNESS TEST(GROUP A)

OBSERVATION FROM DATA



- Graph 1: Visitors who skipped the fitness tests applied for a gym membership more than those who took the test
- Graph 2: More Applicants who took the fitness test applied compared to those who did not
- Graph 3: In general, the visitors who skipped the fitness test purchased a gym membership more than those who took the fitness tests

RESULTS FROM CHI-SQUARE ANALYSIS

Analysis Groups:	pValue
Percent of Visitors who applied	0.00096
Percent of Applicants who Purchased a Membership	0.43258
Percent of Visitors who Purchased a Membership	0.01472

- Chi-Square Test was specifically chosen to test the independence of the two categorical variables: Fitness test and no fitness test and their effect on gym membership
- Difference in Group A and B of the percent of visitors who applied for a gym membership as well as the percent of visitors who purchased is statistically significant with a pValue less than 0.05. We therefore reject the null hypothesis.
- The difference in Group A and B of the percent of applicants who purchased a gym membership is greater than 0.05, which is not statistically significant

RECOMMENDATION

- Statistical analysis proves that there is a significant difference between visitors who skip the fitness test and those who take the test. The Manager's hypothesis that visitors do not sign up for a membership because they are intimidated by the fitness test is highly likely. Therefore I recommend, based on results available, to do away with the fitness test to increase the number of visitors who purchase a membership.

THANK YOU