

MUSCLEHUB A/B TEST

Does a fitness test engage or deter potential gym members?

This A/B test looks at the membership process for MuscleHub gym.

Currently prospective members are required to

1. Take a fitness test
2. Fill out an application
3. Send payment for their first month at the gym

The A/B analyses whether the fitness test is affecting the number of memberships sold by the gym.

After conducting hypothesis tests on each stage in the process,

The results conclusively showed that there was no significant difference between A and B test groups.

The One Sample T-Test could successfully indicate whether there was a significant difference in the numeric data.

The data available for analysis included information on:

- Visits
- Fitness Test
- Applications
- Purchases

When considering gym membership, visitors are more likely to apply if they do not undergo a fitness test.

For those who have applied, the effects are reversed and performing a fitness test slightly improves their probability of making a membership purchase.

Finally, those just visiting will purchase a membership more often if they don't have to do a fitness test.

Recommendation

Although the statistical difference between test groups A and B was minimal, the results show that visitors to MuscleHub gym are more likely to both apply and make a membership purchase if they do not have to do a fitness test.

I would recommend removing the fitness test element of the membership process.