

MuscleHub A/B Test

DOES THE FITNESS TEST HINDER NEW SIGN UPS?

Current Process for New Visitors

1. Take a fitness test with a personal trainer
2. Fill out an application for the gym
3. Send in their payment for their first month's membership

A/B Test Setup

Visitors will randomly be assigned to one of two groups:

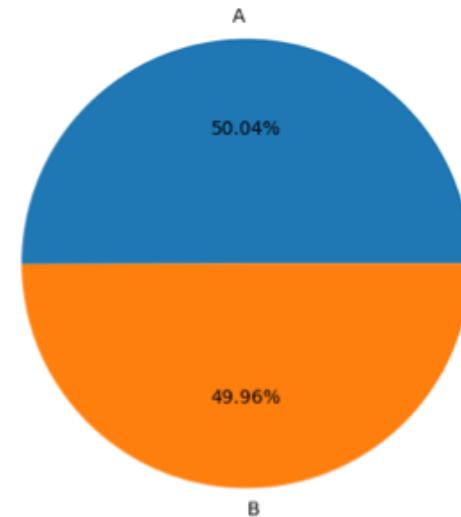
- Group A will still be asked to take a fitness test with a personal trainer
- Group B will skip the fitness test and proceed directly to the application

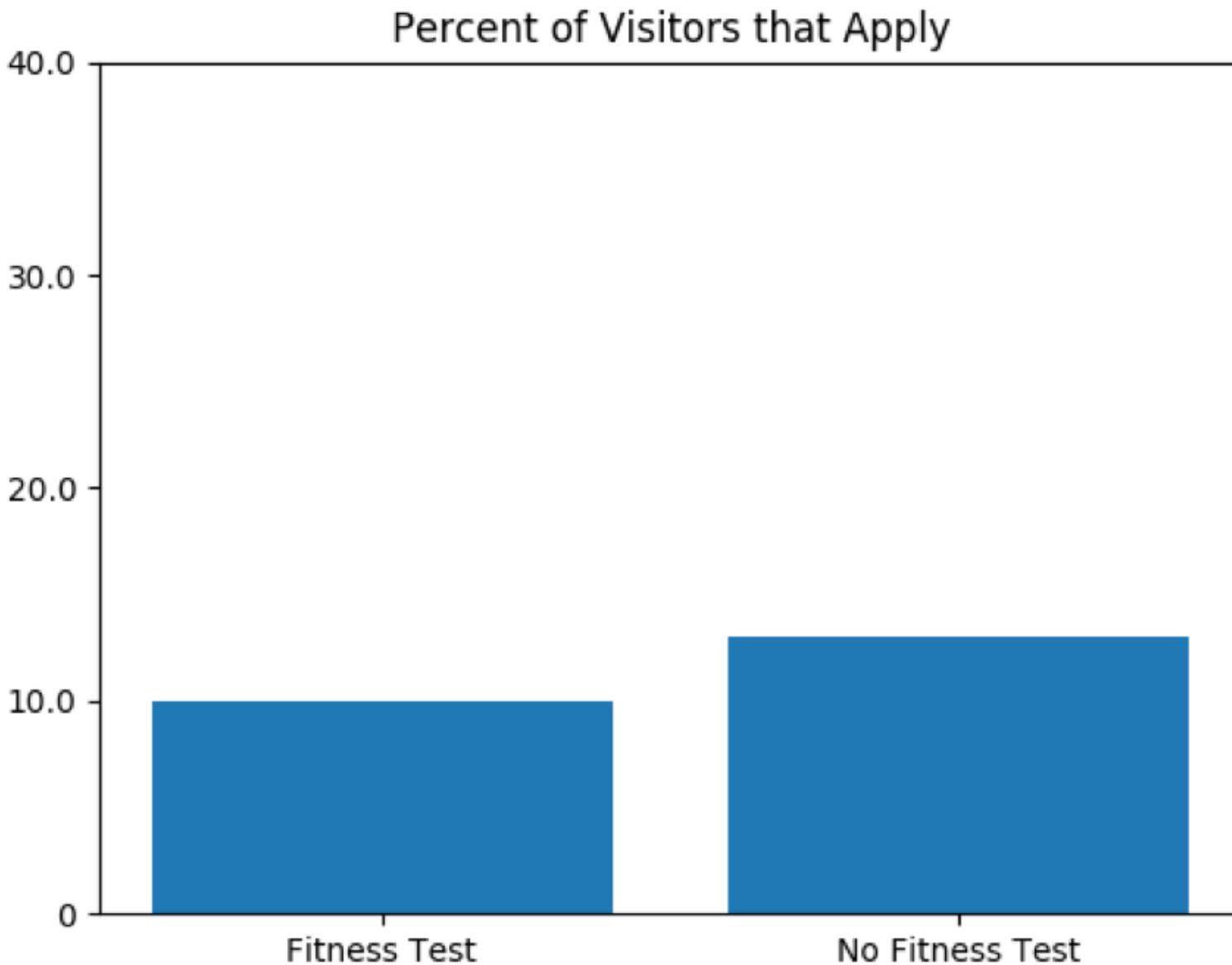
Hypothesis

Visitors assigned to Group B (skipping the fitness test) will be more likely to eventually purchase a membership to MuscleHub.

A/B Test Visitor Breakdown

We took a sampling of ~5000 visitors and split them into the different tests.





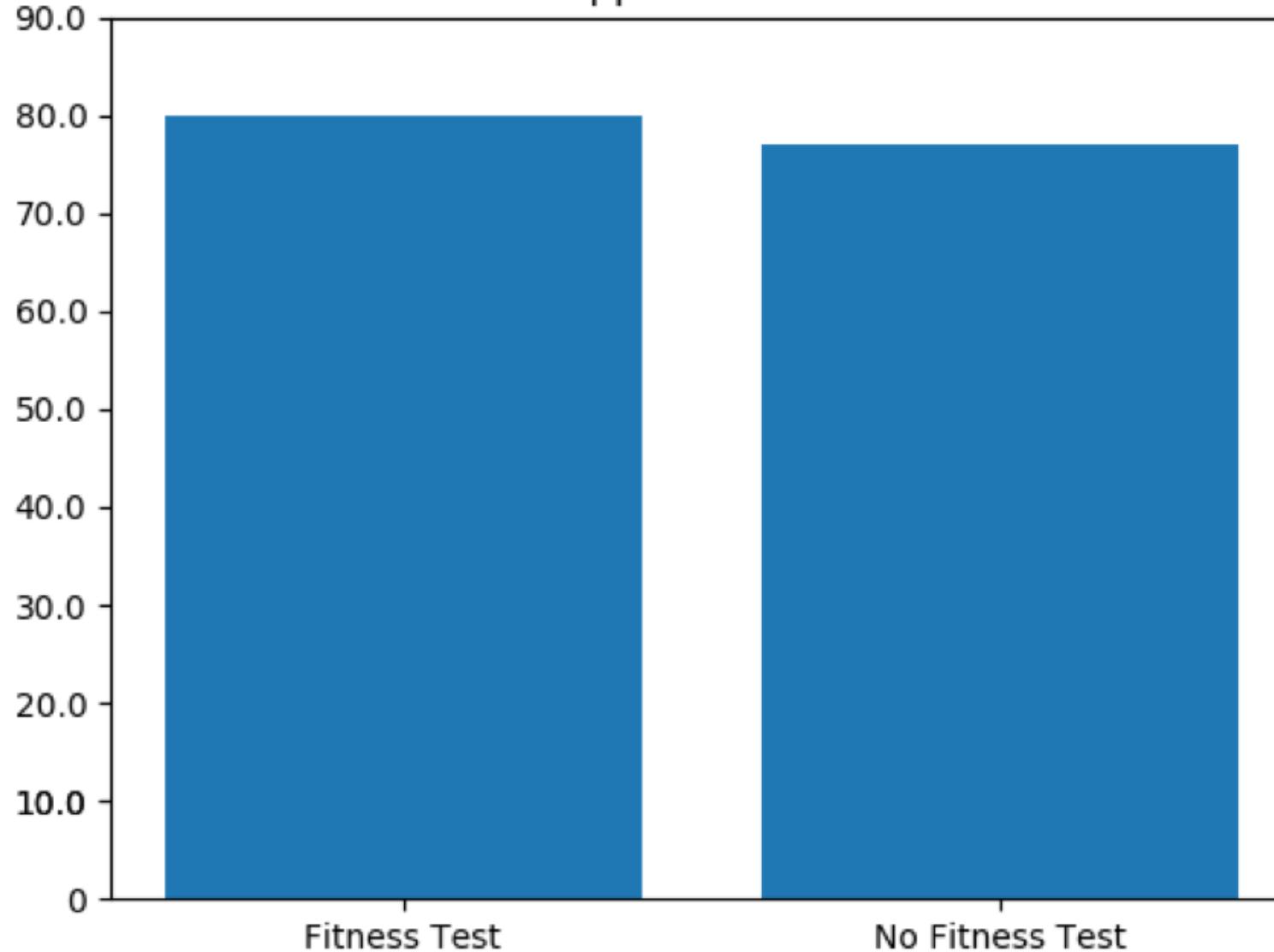
Test Ran: Chi-squared

Chi-squared test was ran due to multiple categories of data.

Pval = 0.0010



Percent of Applicants that Purchase

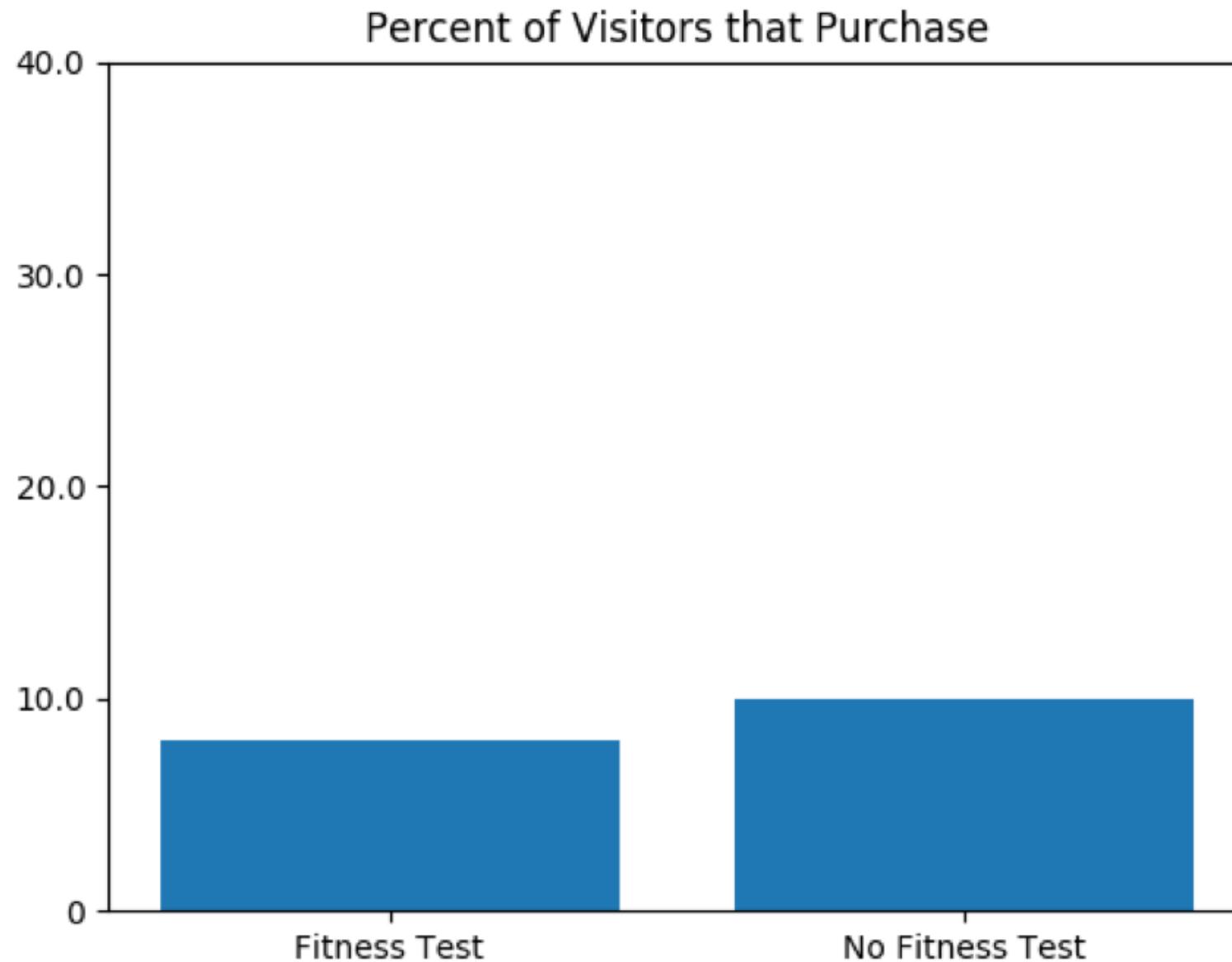


Test Ran: Chi-squared

Chi-squared test was ran due to multiple categories of data.

Pval = 0.4325

Pval is high, the difference in measurements here can be due to chance.



Test Ran: Chi-squared

Chi-squared test was ran due to multiple categories of data.

Pval = 0.0147

Pval is low enough to determine that difference between the 2 groups is not by random chance. We can reject the null hypothesis.

Summary

This A/B test showed us that the fitness test may indeed be hurting sales. Overall, more visitors that did not have the fitness test ended up purchasing a membership.