

# An Army Of Muscle

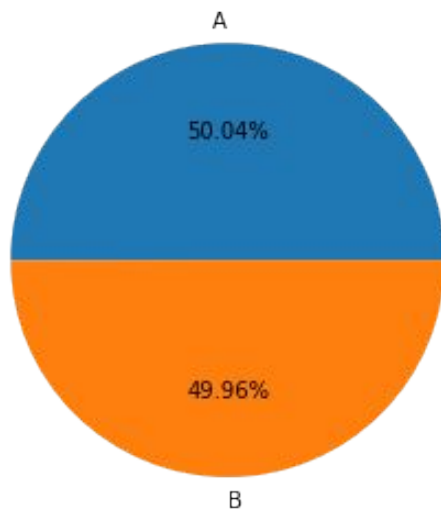
Analysis of MuscleHub's A/B test

# What happened?

- Hypothesis: MuscleHub's personal required fitness test is suspected to intimidate prospective members
- Two groups were set up in an A/B test:
  - a. Group A will still be asked to take a fitness test with a personal trainer
  - b. Group B will skip the fitness test and proceed directly to the application
- Results: Visitors assigned to Group B are more likely to eventually purchase a membership to MuscleHub. Yet the application process in general still limits total visitors from becoming members.

# Summary of Dataset

Group A to B: Percentage



Group A to B: Numbers

	ab_test_group	first_name
0	A	2504
1	B	2500

# Who fills out an application?

is_application	ab_test_group	Application	No Application	Total	Percent with Application
0	A	250	2254	2504	0.09984
1	B	325	2175	2500	0.13000

Results: more people from Group B turned in an application.

Note: The p-value is within range.

# Who purchases a membership, after application?

is_member	ab_test_group	Member	Not Member	Total	Percent Purchase
0	A	200	50	250	0.800000
1	B	250	75	325	0.769231

Results: more people from Group A purchased a membership; perhaps they were the committed type.

Note: The p-value is out of range and is significant. More people should be chosen.

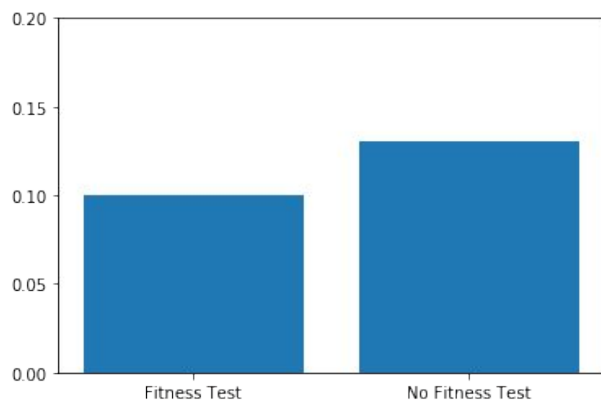
# Who purchased a membership from visit?

is_member	ab_test_group	Member	Not Member	Total	Percent Purchase
0	A	200	2304	2504	0.079872
1	B	250	2250	2500	0.100000

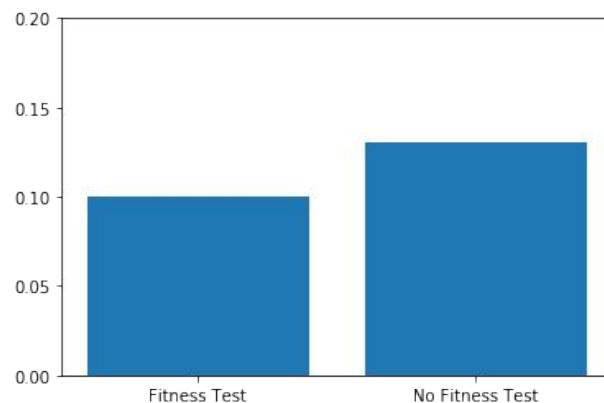
Results: all people who visit MuscleHub, we see that a significant difference in memberships between Group A and Group B.

Note: The p-value is within range.

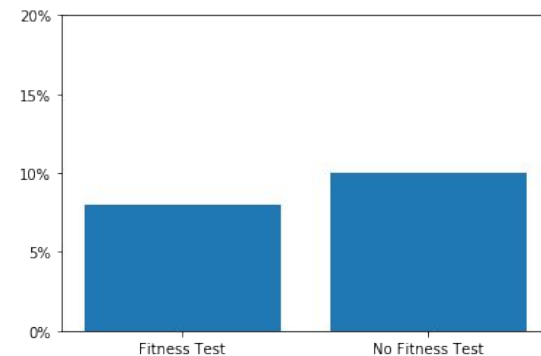
# Comparison



Who fills out an application?



Who purchases a membership, after application?



Who purchased a membership from visit?

# Summary of Qualitative Data

- When no required application was given upon visit, more people significantly purchased a membership
- However in another case when application was given, and a test between having a fitness exam or not, more people with the fitness exam got a membership purchased



# Recommendations

- Created different memberships groups.
  - a. For instance have a gold, silver, and bronze category or some other differentiation.
  - b. Those people that want to be pushed and rewarded are going to join. Those people that want it easy will join. Don't mix categories. Reward and separate each group differently.