



MuscleHub A/B Test

Capstone Option 1




Methodology of the Musclehub A/B Test

Potential clients in test group A are asked to do a fitness test with a trainer and proceed to fill an application, assuming the client is interested.

Potential clients in test group b are not asked to do a fitness test, so instead proceed straight to an application.

The goal being that a client, in both a/b groups proceed to purchase a membership after an application regardless of fitness test participation.



Dataset Summary And Additional Information

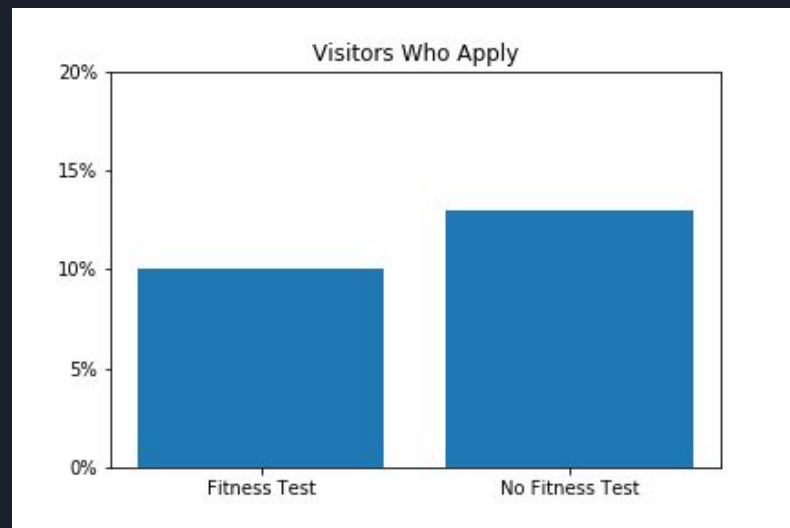
Janets null hypothesis would be that a fitness is does not affect the amount of people who purchase a membership.

Her alternative hypothesis would be that a fitness test intimidates potential clients and would be better if she stopped fitness tests.

The dataset consists of of clients participation in a fitness test, an application to the gym, and a purchase of a membership. All including general information of a client.

Summary of Hypo Test 1 - Visitors Who Apply

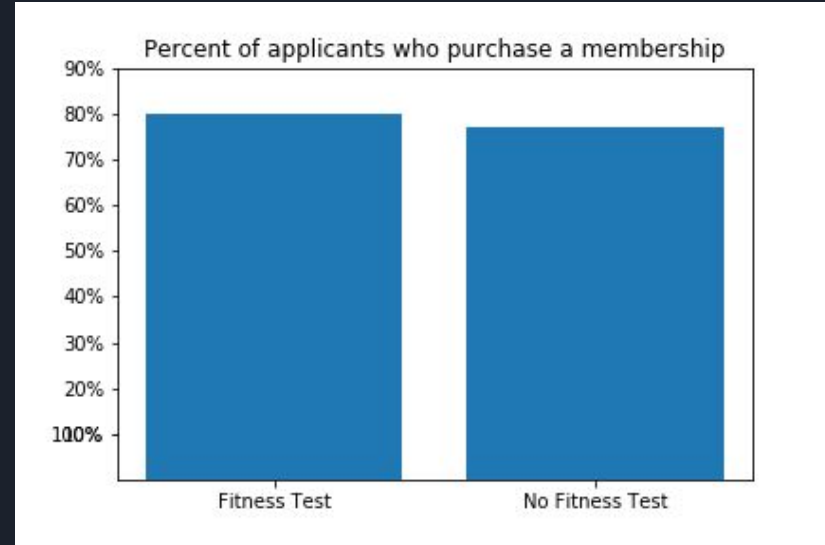
According to the data we can see that people who do not do the fitness tests are less willing to apply than those who do not do a fitness tests.



Summary Of Hypo Test 2 - Applicants Who Purchase Membership

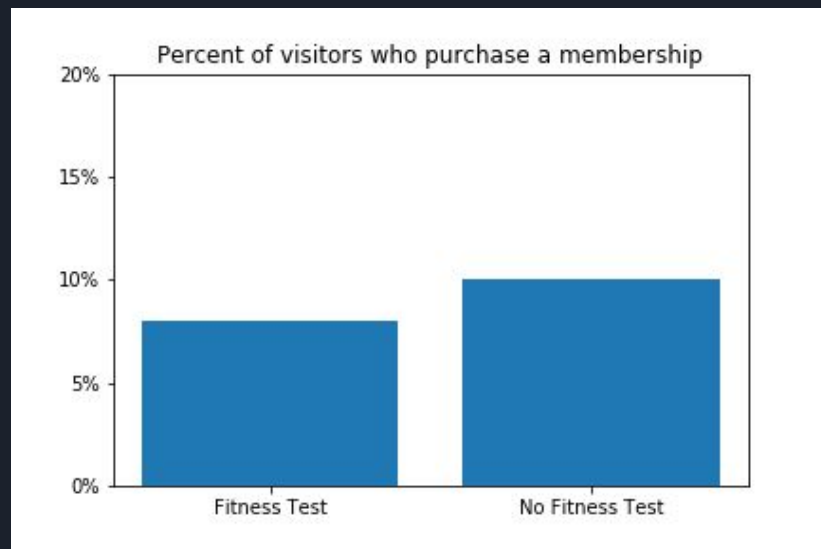
According to the data we can see that applicants who purchase a membership are indifferent to whether or not they have gone through the fitness test.

The graph shows little difference in both tests, so this may be because those who apply are already satisfied with the gym, regardless of a fitness test.



Summary of Hypo Test 3 - Visitors Who Purchase Membership

Overall people who visit are more likely to purchase a membership if they do not go through a fitness test





Qualitative Data Summary

According to the data from the A/B test, Janet's alternative hypothesis is correct. When people visit they are intimidated by the fitness tests and don't want to purchase a membership when they visit.

Quote from the interviews from clients support this suggestion:

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

- Sonny "Dad Bod", 26, Brooklyn

"... Down at LiftCity they had me doing burpees 30 seconds after I walked in the door and I was like 'woah guys slow your roll, this is TOOOO much for Jesse!' ..."

- Jesse, 35, Gowanes



Overall Recommendation

It would be in Janet's best interest to stop giving fitness tests to visitors and let them apply on their own accord. Her hypothesis of visitors being intimidated by fitness tests was accurate and should be taken into consideration.