

MuscleHub

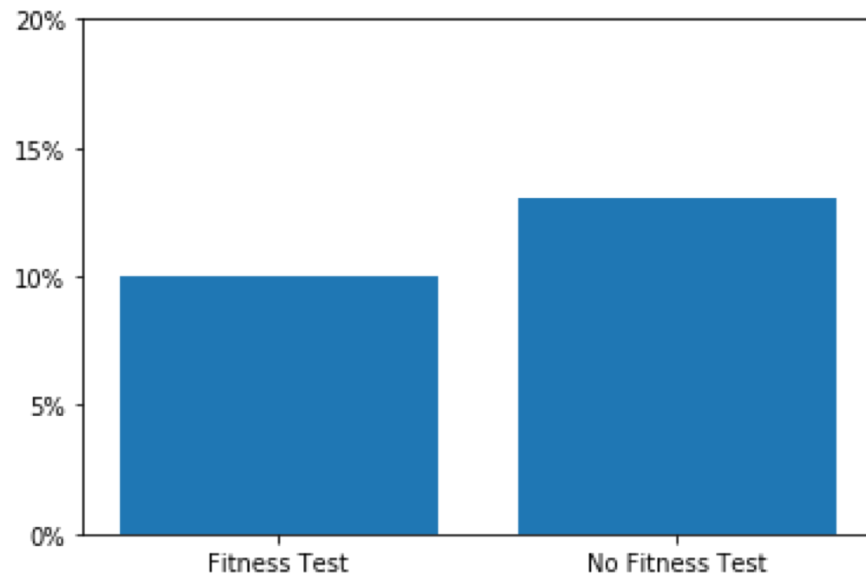
A/B Test Results Overview

Executive Summary

- We understand that MuscleHub is questioning whether it should continue offering its perspective members a fitness test before filling in applications and whether proceeding directly to the application stage would increase the number of actual subscriptions
- We carefully studied a sample of 5004 visitors and performed A/B test to determine if MuscleHub should change the current approach
- The visitors have been randomly divided into Group A (did the fitness test) and Group B (proceeded directly to the application stage without taking the fitness test)
- It appears that A visitor is more likely to become a member if he / she does NOT take the fitness test
- We then applied Chi Square test and the p-value came at 1.5% (vs. 5% threshold), which implies the results to be statistically significant
- Based on the results, **we recommend to cancel compulsory the fitness test for visitors . This should increase the conversion rate of visitors into paying members**

Test 1

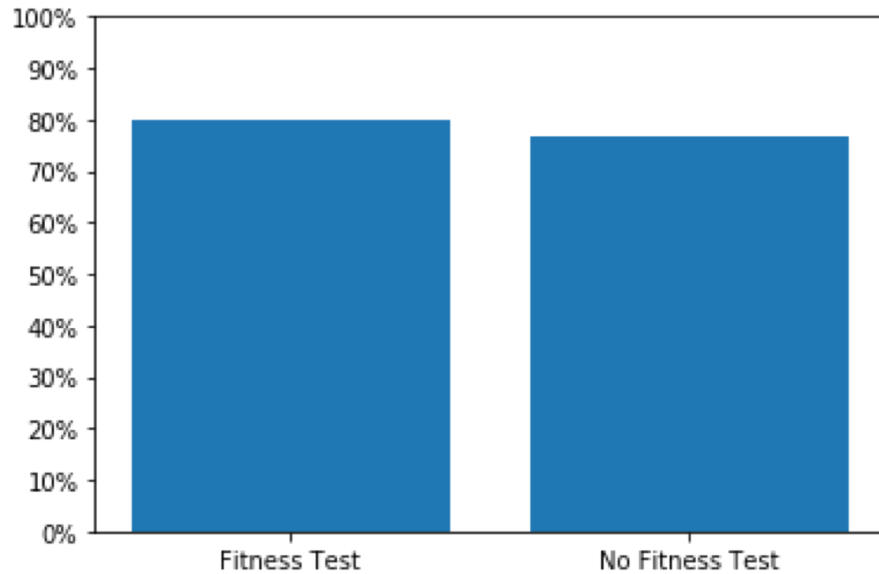
% of visitors who proceeded to application stage



- The percentage of visitors who didn't take the fitness test and then applied for membership is higher than of visitors who had to take the fitness test first
- P-value is less than 1%, which means the results are statistically significant
- Fundamentally this makes sense: there's less obstacles for visitors (i.e. no fitness test) to proceed to the application stage. This doesn't guarantee that these visitors will become members

Test 2

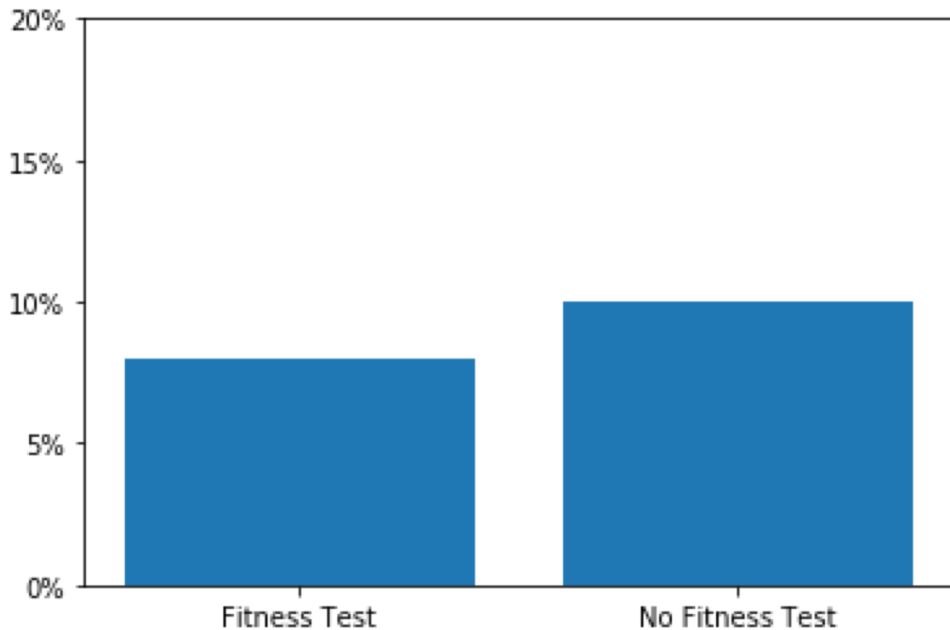
% of applicants who became members



- The percentage of applicants who did take the fitness test and then became members is greater compared to those who didn't take the fitness test
- P-value is 43%, which means the results are NOT statistically significant, so we should reject the hypothesis that fitness test increases the conversion rate of applicants into members

Test 3 (Key test)

% of visitors who became members



- Finally, the A/B test shows that if a visitor doesn't have to take the fitness test, he/she is more likely to become a member
- The p-value came at 1.5% (vs. 5% threshold), which implies the results to be statistically significant

Quotes from visitors:

"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