

MuscleHub

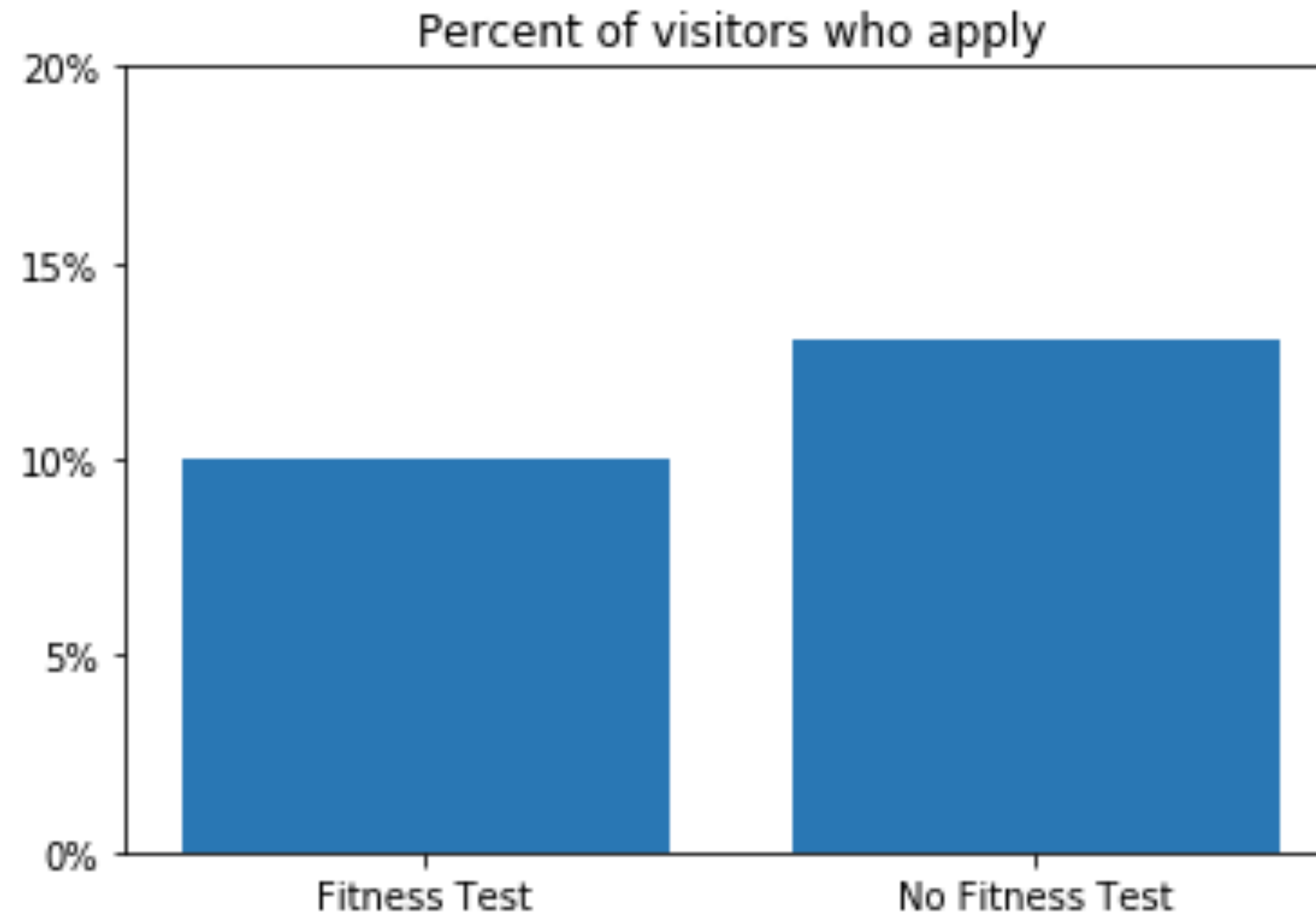
Studying the impact of a required
fitness test on gym enrollment

Cohort: Mar 13, 2018 - Jun 5, 2018

Summary

- Visitors who do not take a fitness test are more likely to become members of MuscleHub than visitors who do.
- The fitness test leads to a less streamlined application process and discourages casual gym-goers.
- See appendix for discussion of dataset and significance.

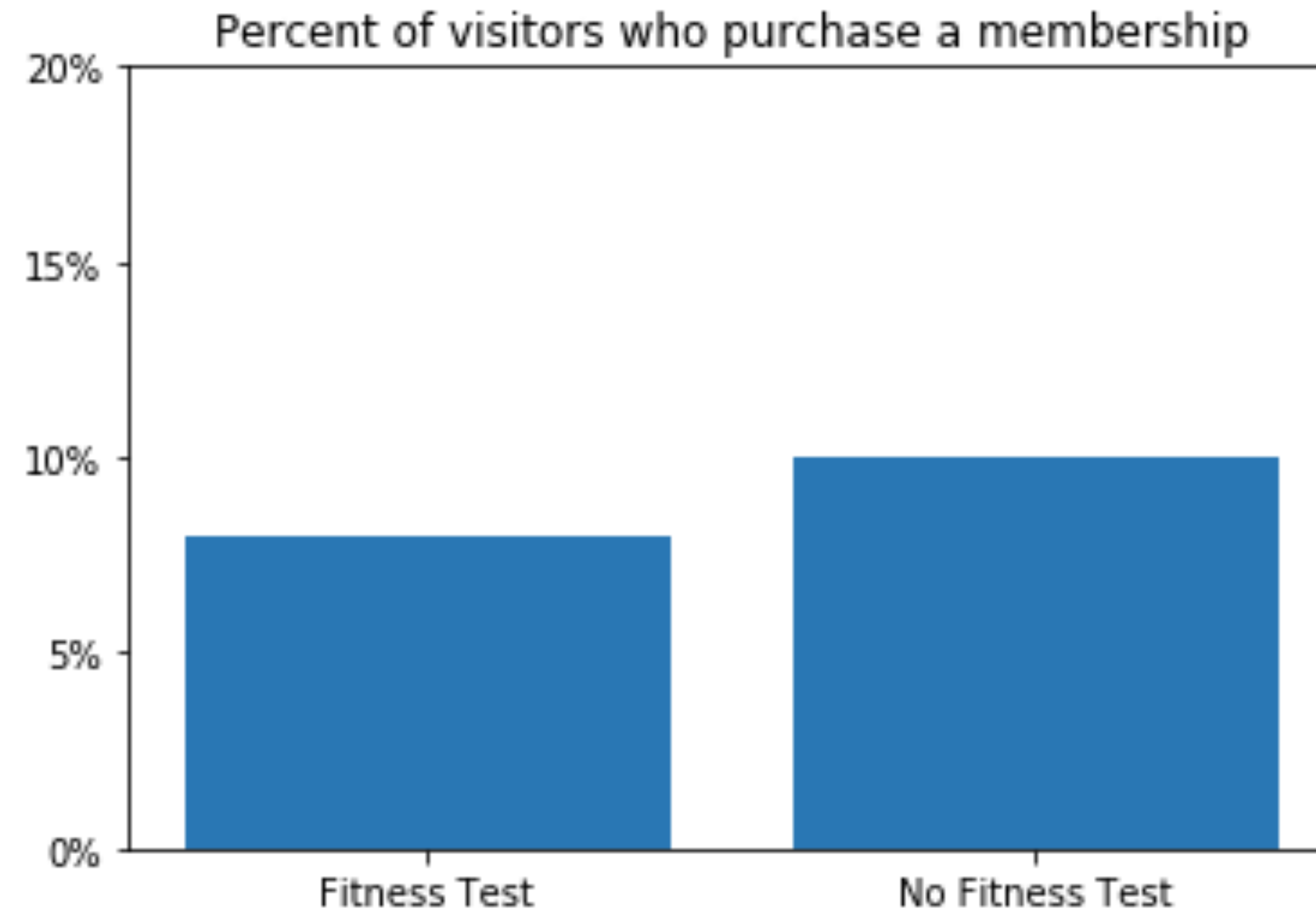
Group B (no test) visitors were more likely to apply



13% of visitors in Group B applied, compared to 10% in Group A.

A Chi Square test showed this result is significant ($p\text{val} < 0.02$)

Group B (no test) visitors were more likely to purchase



10% of visitors in Group B applied, compared to 8% in Group A.

A Chi Square test showed this result is significant ($p\text{-val} < 0.01$)

Interviews reveal 2 factors behind Group B's success

1. Omitting the test leads to a streamlined, low-pressure process

- “the whole sign-up process took a matter of minutes” - Shirley, 22
- “...I wasn't accosted by any personal trainers trying to sell me some mumbo jumbo, which I really appreciated.” - Jesse, 35

2. Fitness tests deter visitors seeking a casual gym experience.

This is apparent from testimony about both Musclehub and a rival.

- “I took the MuscleHub fitness test...Regretted it.” - Sonny, 26
- I tried to sign up for LiftCity last year, but the fitness test was way too intense. - Shirley, 22
- “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

Some visitors appreciate the fitness test, suggesting it could be a useful recruiting tool for some visitors.

- Cora, 23, described three benefits of the the fitness test:
 - **It connected with her motivation:** "I always wanted to work out like all of the shredded people on the fitness accounts I see on Instagram...."
 - **It provided needed instruction:** "...I never really knew how to start. MuscleHub's introductory fitness test was super helpful for me!"
 - **It created a personal connection:** "I had to sign up and keep coming back so that I could impress my trainer Rachel with how much I was improving!"
- MuscleHub could offer an optional fitness test to visitors who appear interested in a more intense or personal gym experience.

Recommendations

- MuscleHub should omit the fitness test as a prerequisite for application and enrollment.
- MuscleHub should offer an optional fitness test to visitors interested in a more intense and personal gym experience.
- Further analysis should explore the best way to ascertain visitor motivation while maintaining a streamlined application process for casual gym-goers.

Appendix

Dataset

- The data set included 5,004 total visitors in two groups:
 - Group A (2504 visitors) took a fitness test.
 - Group B (2500 visitors) did not take a fitness test.
- We measured how often visitors in each group:
 - Take a fitness test (Group A only)
 - Fill out an application for Musclehub
 - Send in payment for their first month's membership

Significance of results

- A Chi Square test determines if there is significant difference between two or more categorical datasets and is commonly used in A/B testing.
- We used a Chi Square test to determine if there was a significant difference between Group A and B in terms of 3 metrics:
 - Of all visitors, the share who pick up an application. The difference was significant, with a p value of < 0.01 .
 - Of visitors who took an application, the share who enroll. The difference in groups was not significant, with a p value of 0.43.
 - Of all visitors, the share who enroll. The difference in groups was significant, with a p value of 0.015.

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Introduction to Data Analysis
Mar 13, 2018 - Jun 5, 2018