Muscle Hub A/B Testing

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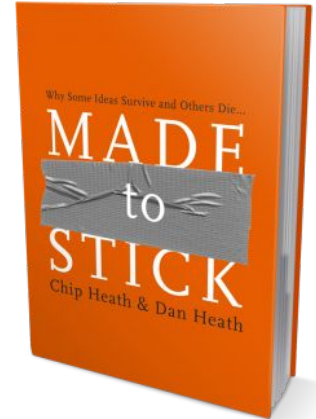
A/B Testing

Test A:

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

Test B:

1.) It has no fitness test. Only an application and then payment.

1. Datasets

We have 4 datasets that contains name and basic information of customers

➜ **Visits Dataset:**
   Information on people who visited the gym

➜ **Fitness Tests dataset:**
   Info on people who took fitness tests.

➜ **Applications Dataset:**
   Info on people who filled the application form for membership.

➜ **Purchases Dataset:**

   People who bought the membership

Hypothesis Testing:

We did 3 hypothesis tests:

The people who filled the application:

Test A: 9.984% filled application after fitness test.

Test B: 13% people filled the application

People who bought the membership after filling the application:

Test A: 80%

Test B: 76.9231%

Percentage of people who bought the membership out of the people who visited:

Test A: 7.9871%

Test B: 10%

Summary:

Test B seems to be better fit for Muscle Hub then test A based on results as by this method we are able to get 10% of the people visiting the gym onboard.

Recommendation:

Based on some reviews, Muscle Hub should try to ease their fitness test and also should service or replace their equipments as they sound to be old and rusty by reviews.