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# MuscleHub A/B Fitness Test

# Question:

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Does the implementation of a Fitness Test for first-time visitors cause a drop in membership purchases?

- New visitors to MuscleHub were put into one of two trial groups: A (Given Fitness Test) or B (Not given Fitness Test and allowed to go straight to application process).

## Group A

- Administered Fitness Test

## Group B

- Not Administered Fitness Test

# Data Summary:

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## Visits

	index	first_name	last_name	email	gender	visit_date
0	0				female	5-1-17
1	1				female	5-1-17
2	2				male	5-1-17
3	3				female	5-1-17
4	4				male	5-1-17

## Applications

	index	first_name	last_name	email	gender	application_date
0	0				male	2017-08-12
1	1				female	2017-09-29
2	2				female	2017-09-15
3	3				male	2017-07-26
4	4				male	2017-07-14

## Fitness Tests

	index	first_name	last_name	email	gender	fitness_test_date
0	0				female	2017-07-03
1	1				male	2017-07-02
2	2				male	2017-07-01
3	3				female	2017-07-02
4	4				female	2017-07-05

## Purchases

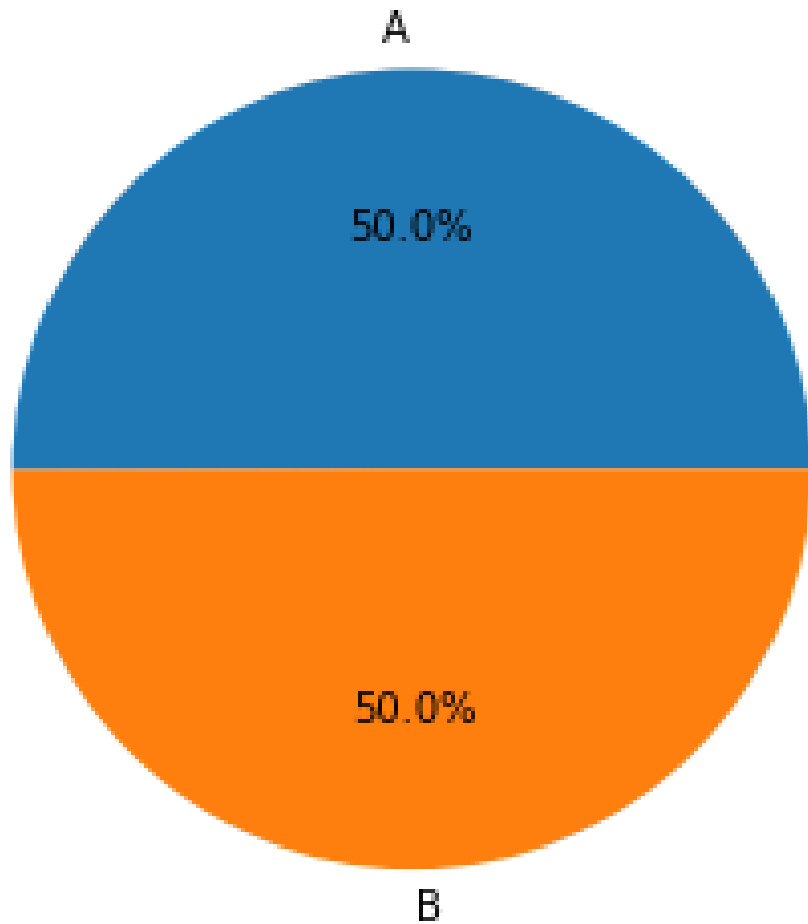
	index	first_name	last_name	email	gender	purchase_date
0	0				male	2017-08-18
1	1				female	2017-09-16
2	2				male	2017-07-20
3	3				male	2017-07-27
4	4				female	2017-08-24

# Additional Information

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The visitor data only included visits on or after July 1, 2017.

- There were 5004 visitors on or after this data.



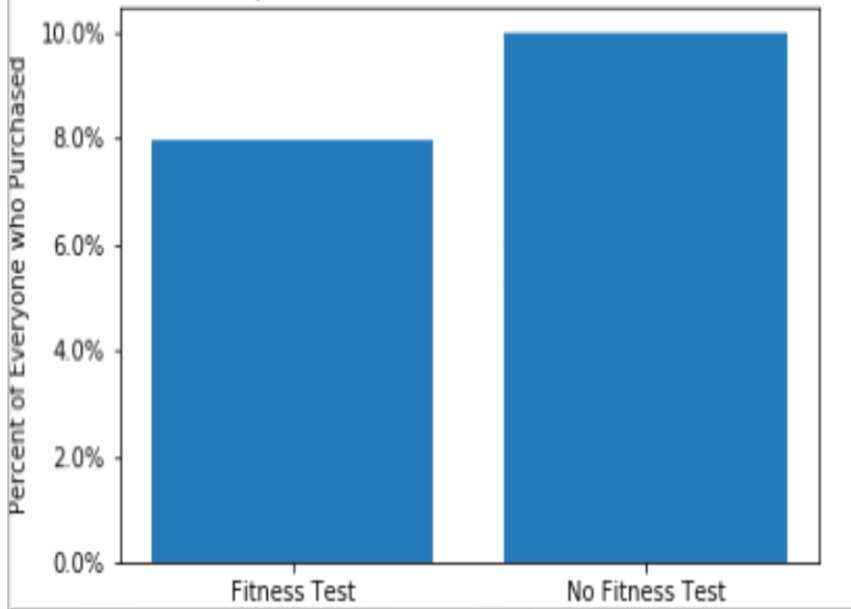
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Distribution Between  
Groups A and B

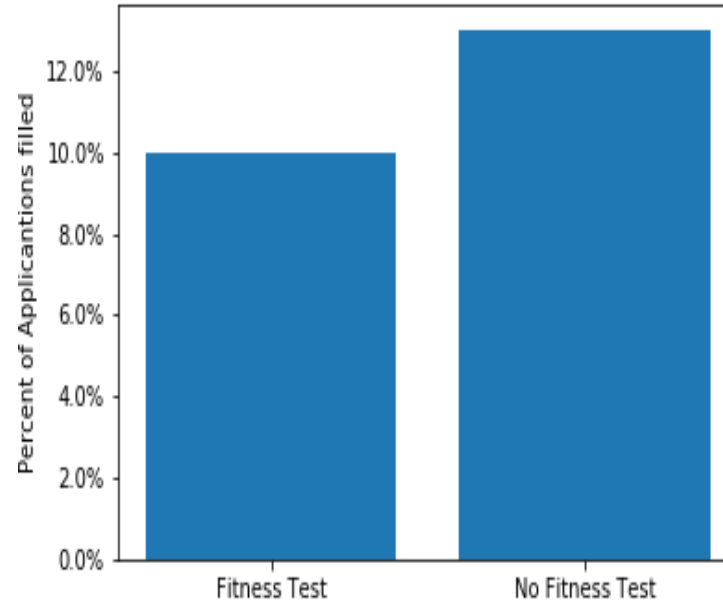
# A/B Comparisons

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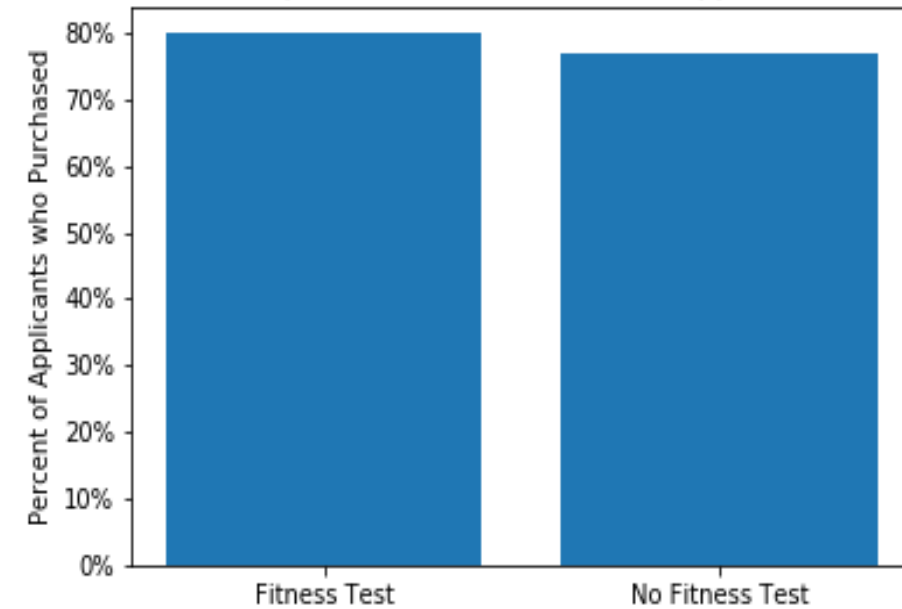
Comparison of Purchasers From All Visitors



Comparison of Applicants by A/B



Comparison of Purchasers From Applicants



# Hypothesis Tests

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Difference in Number of Applications Submitted

- P-value of 0.011
- Result: Individuals who were administered a fitness test were significantly less likely to pick up an application

Of Applicants, Number of People who Purchased Memberships

- P-Value of 0.844
- Result: There was no significant difference, between the two trial groups, for the number of applicants who went on to purchase memberships

Total Amount of Visitors who then Purchased Memberships

- P-Value of 0.10
- Result: There was no significant difference, between the two trial groups, for the number of people who purchased memberships from all visitors

# Customer Responses

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Cora, 23

- “MuscleHub’s introductory fitness test was super helpful for me! After taking the fitness test, I had to sign up...”

Jesse, 35

- “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 TOO much for Jesse!’”

Sonny "Dad Bod", 26

- “I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it.”

Shirley, 22

- “I tried to sign up for LiftCity last year, but the fitness test was way too intense. This is my first gym membership EVER, and MuscleHub made me feel welcome.”



# Recommendations

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- In conclusion, MuscleHub performing a Fitness Test significantly impacts the amount of people who fill out an application but does not significantly impact the amount of people who purchase a membership.
- Therefore, it is inconsequential whether the Fitness test is removed or not.

- It is recommended that MuscleHub continues to perform the Fitness Tests.
  - It has no negative influence on membership conversion.
- It is also advised that further analysis is performed to see how the Fitness Test is received between gender or between age groups.
  - For example, younger males may be more receptive to Fitness Tests.