

MuscleHub

A/B Test Project

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Background

Research Question: Which Group Will Lead To More Membership Purchases?

Group A - Intake with Trainer

Group B - Intake with Just an Application

Sub-Category to Consider:

Completion of an application between groups

Summary of Visitors Who Filled out Application

Group A - 9.98%

Group B - 13%

Based on the Chi Squared Contingency Tests, the probability both groups are the same is 9.65×10^{-4}

REJECT the null hypothesis that they are the groups are same

There **IS** a difference between these two groups who filled out an application.

Summary of Visitors Who Filled out Application and Purchased Membership

Group A - 80%

Group B - 76.9%

Based on the Chi Squared Contingency Tests, the probability these groups are the same is 0.433, so we **CANNOT REJECT** the Null Hypothesis that both groups are the same.

So if an application is filled out, then there **IS NO** difference between groups that purchased a membership.

Summary of Visitors Who Purchased Membership

Group A - 7.99%

Group B - 10%

Based on the Chi Squared Contingency Tests, the probability these groups are the same is 0.0147, so we **CAN REJECT** the Null Hypothesis that both groups are the same.

There **IS** a difference between the two groups who visited and made a membership purchase.

Summary of Qualitative Data and Recommendations

Feedback from customers were **MIXED** on whether the trainer was helpful.

There **IS** a difference between intake groups who will fill out an application and made a purchase.

But there is no difference between the groups who will make a purchase **IF** they filled out an application.

Recommendation for MuscleHub: Have new customers fill out an application and skip the personal trainer during the intake to possibly enroll more members.