



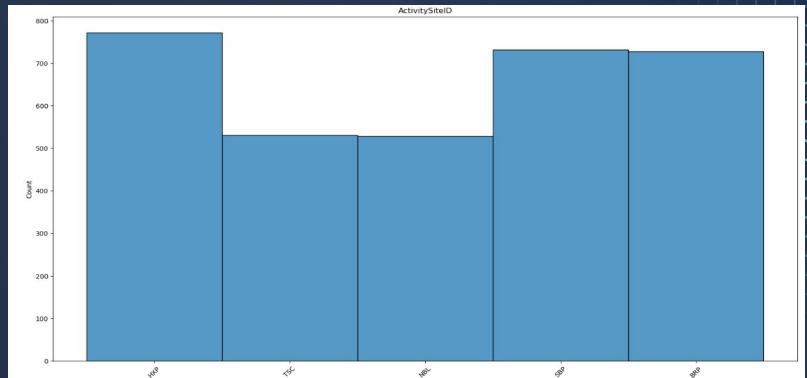
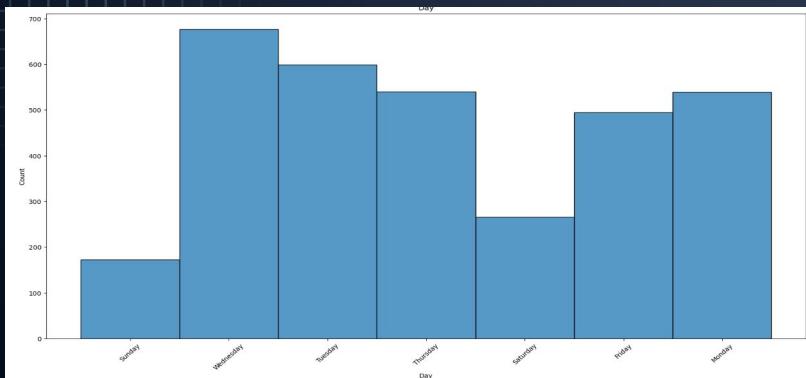
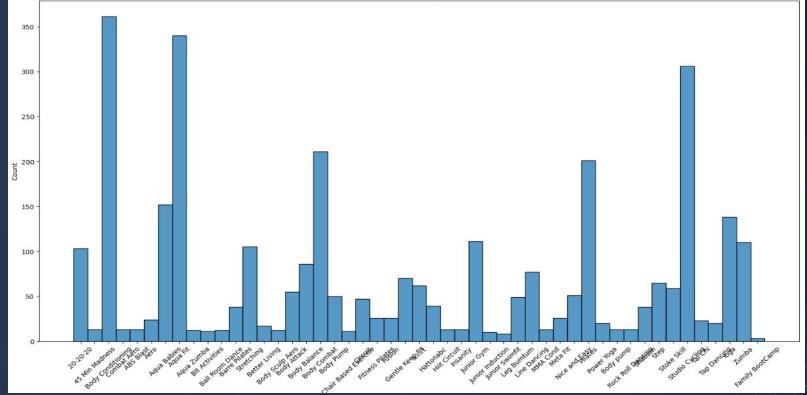
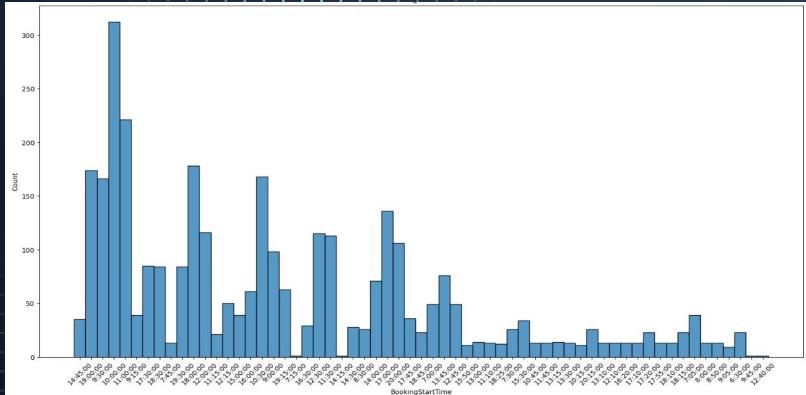
EDA

*Performance and Revenue Analysis for cult.fit Fitness Brand*

# *Introduction*

*This presentation provides an exploratory data analysis of cult.fits operational and financial metrics. Key areas covered include booking trends, revenue patterns, occupancy rates, and pricing strategies. Our goal is to uncover actionable insights to optimize performance and growth for the fitness brand.*

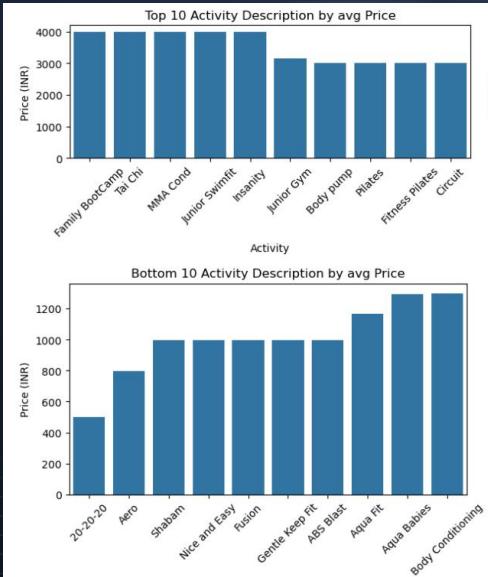
# Data Overview & Metrics





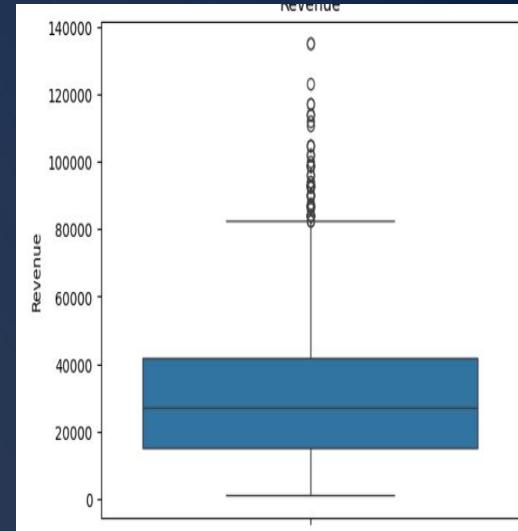
## *Booking Performance Metrics*

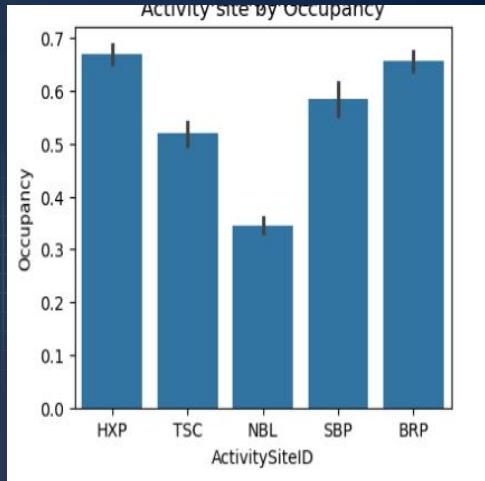
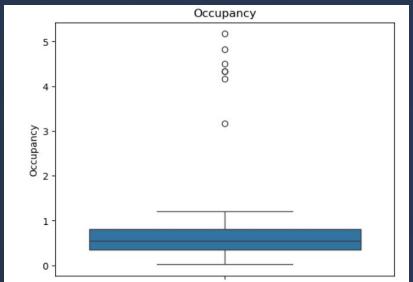
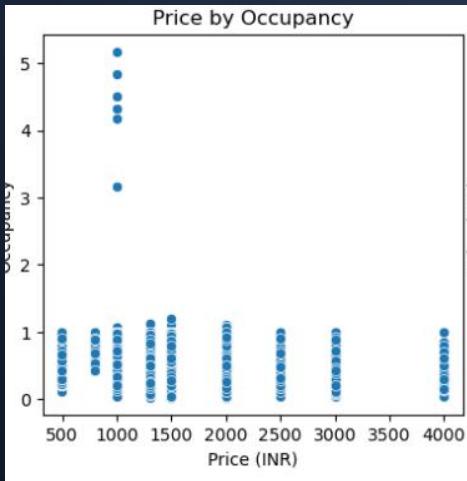
*cult.fit's booking data shows fluctuating engagement across locations, types, and timeframes. Tracking metrics such as daily bookings, reveals customer behavior patterns. High-volume centers and popular activities have distinct booking trends that influence capacity planning and resource allocation.*



# Pricing and Revenue Insights

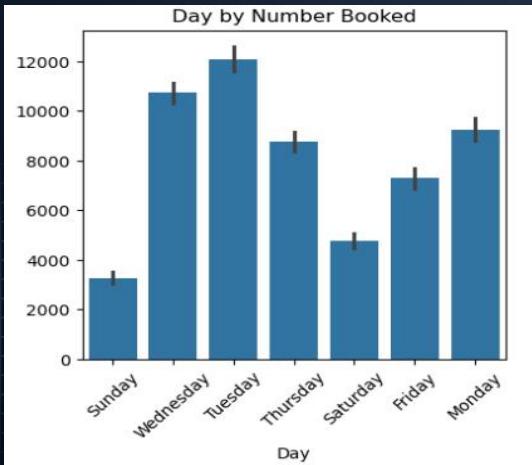
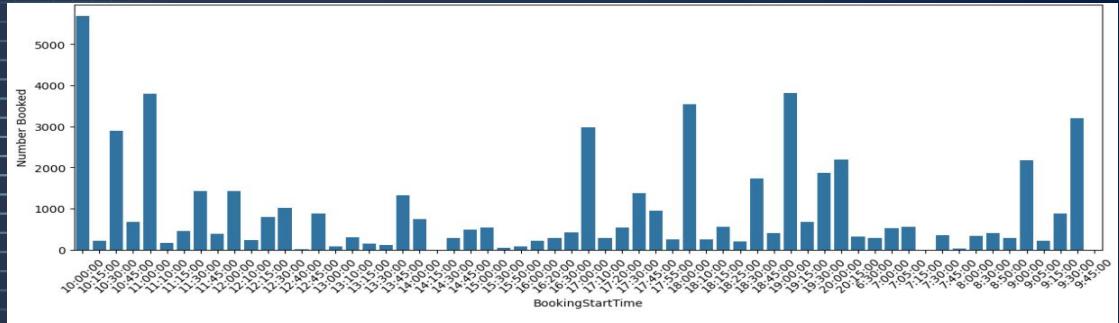
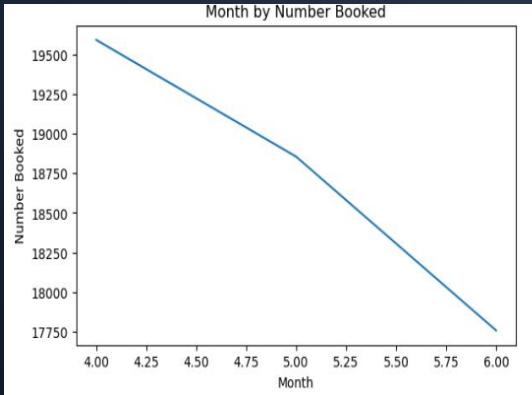
*Revenue analysis highlights the impact of pricing tiers, discounts, and promotional campaigns. Dynamic pricing models correlate with occupancy and customer demand peaks. Understanding the average revenue per booking and price elasticity across activities helps refine targeted strategies to boost profitability.*





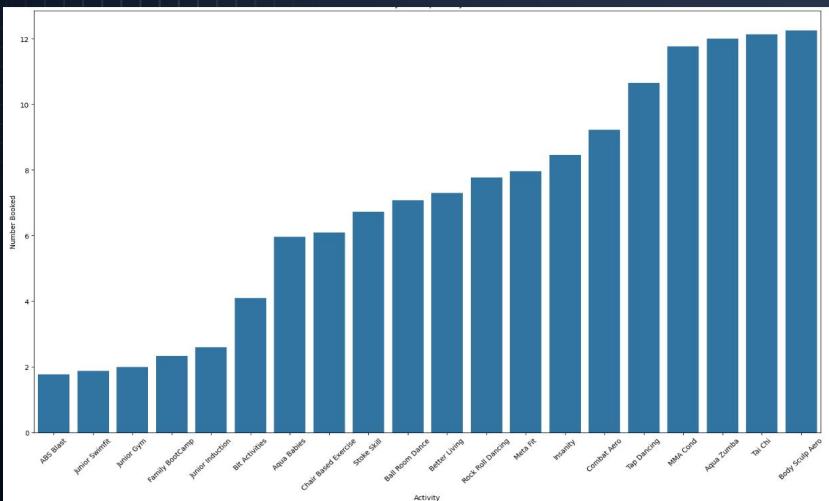
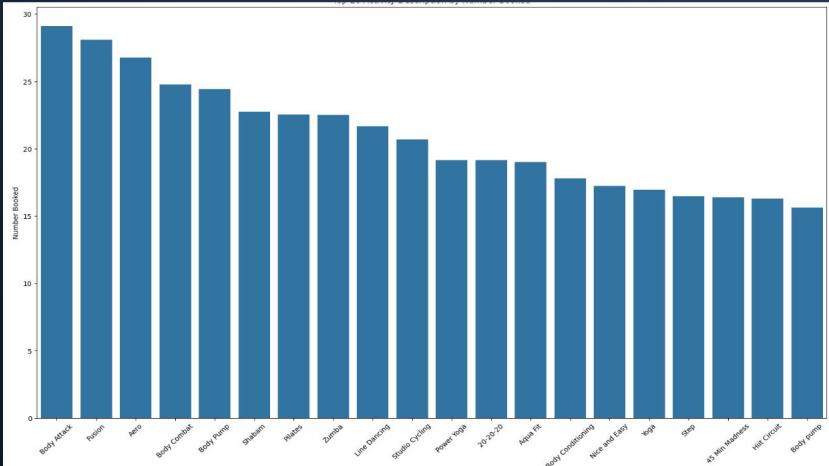
# Occupancy Patterns & Capacity Utilization

*cult.fit maintains an average occupancy rate of around 57%, with a median close to 55%, indicating potential capacity for optimization. Facilities typically accommodate about 30 participants per session, but occupancy varies across sites and pricing tiers. Optimal occupancy is achieved around the ₹1,500 price point, demonstrating a clear price—occupancy elasticity and the need for capacity adjustments at different price levels.*



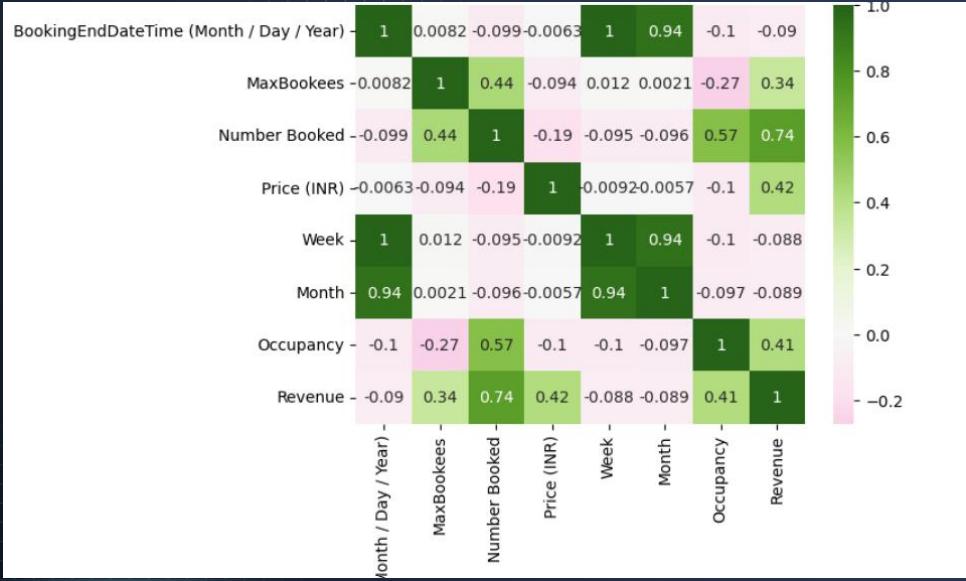
## Time-Based Booking Trends

*Bookings peak mid-week, especially on Tuesdays and Wednesdays, with April as the highest booking month. The 10:00 AM time slot shows maximum bookings and revenue potential, while early mornings and afternoons are underutilized. Weekend bookings, particularly Sundays, are notably lower, suggesting opportunities for promotional activities to boost off-peak engagement.*



# Activity Performance & Revenue Contribution

*Body Attack leads in bookings and occupancy, followed by Fusion and Body Conditioning. Pilates emerges as the top revenue generator, highlighting the premium segments strength. Conversely, ABS Blast and aquatic activities show low bookings and revenue, suggesting the potential for strategic review or repositioning within the activity portfolio.*



# Correlations

*Price sensitivity demonstrates a negative elasticity, with bookings peaking at ₹1,500 and declining beyond ₹2,000. Revenue correlates more strongly with booking volume than price adjustments. Weak negative correlations between price and occupancy suggest that improving utilization and volume is more impactful than marginal price changes.*



## *Conclusions*

*The analysis highlights strategic priorities: optimizing mid-week and peak slots, leveraging the ₹1,500 pricing sweet spot, and expanding high-performing activities like Body Attack and Pilates. Capacity adjustments and differentiated pricing tiers can further boost occupancy and revenue. Targeting off-peak times with promotions can improve utilization, while underperforming activities require reevaluation to sustain long-term growth.*

# Thank You

*Do you have any questions?*

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