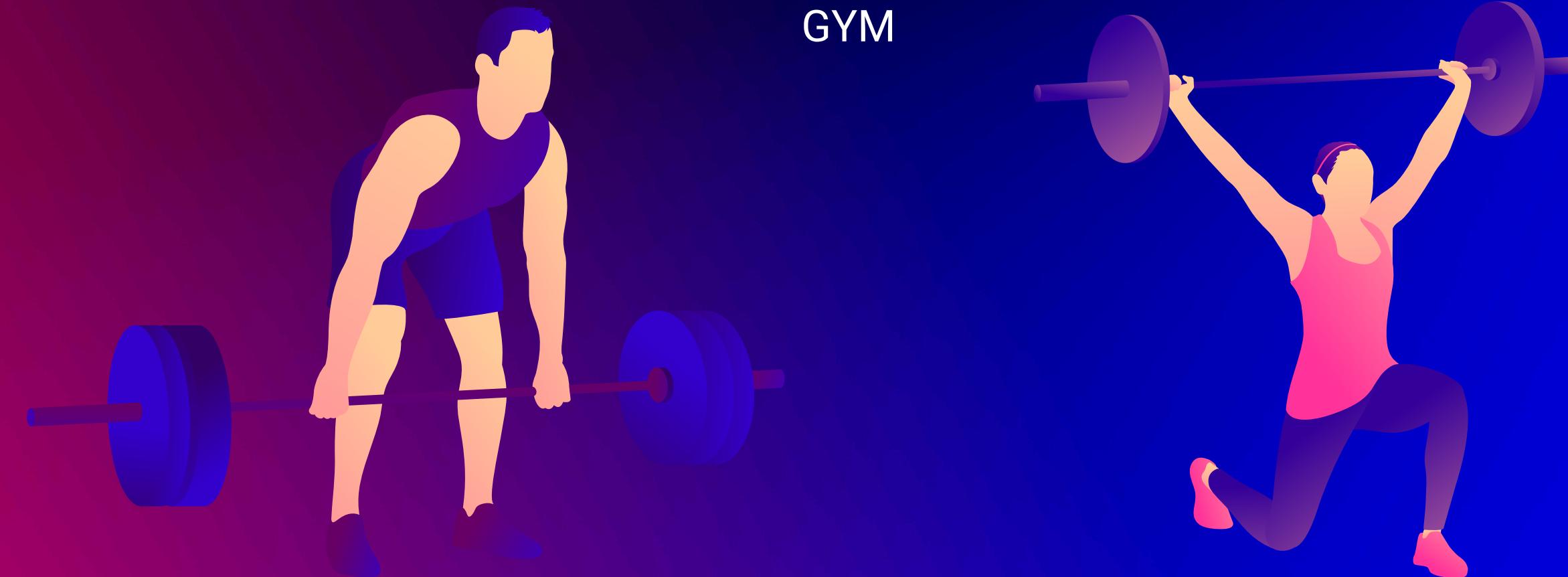


Ponte-Fit

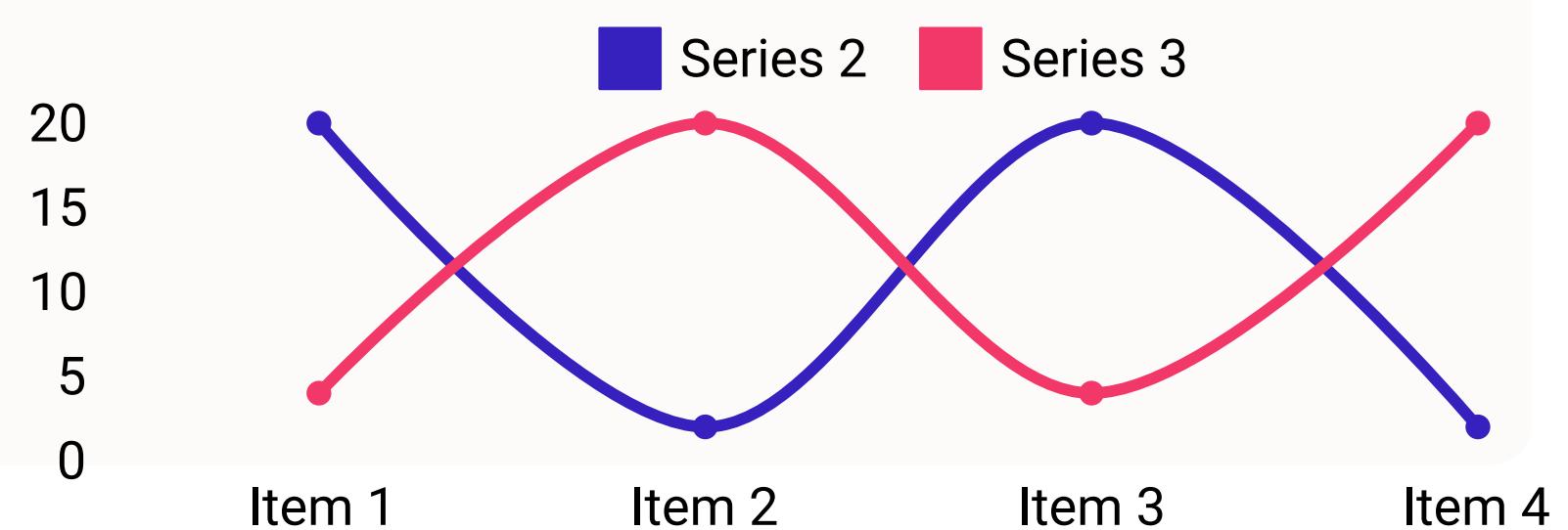
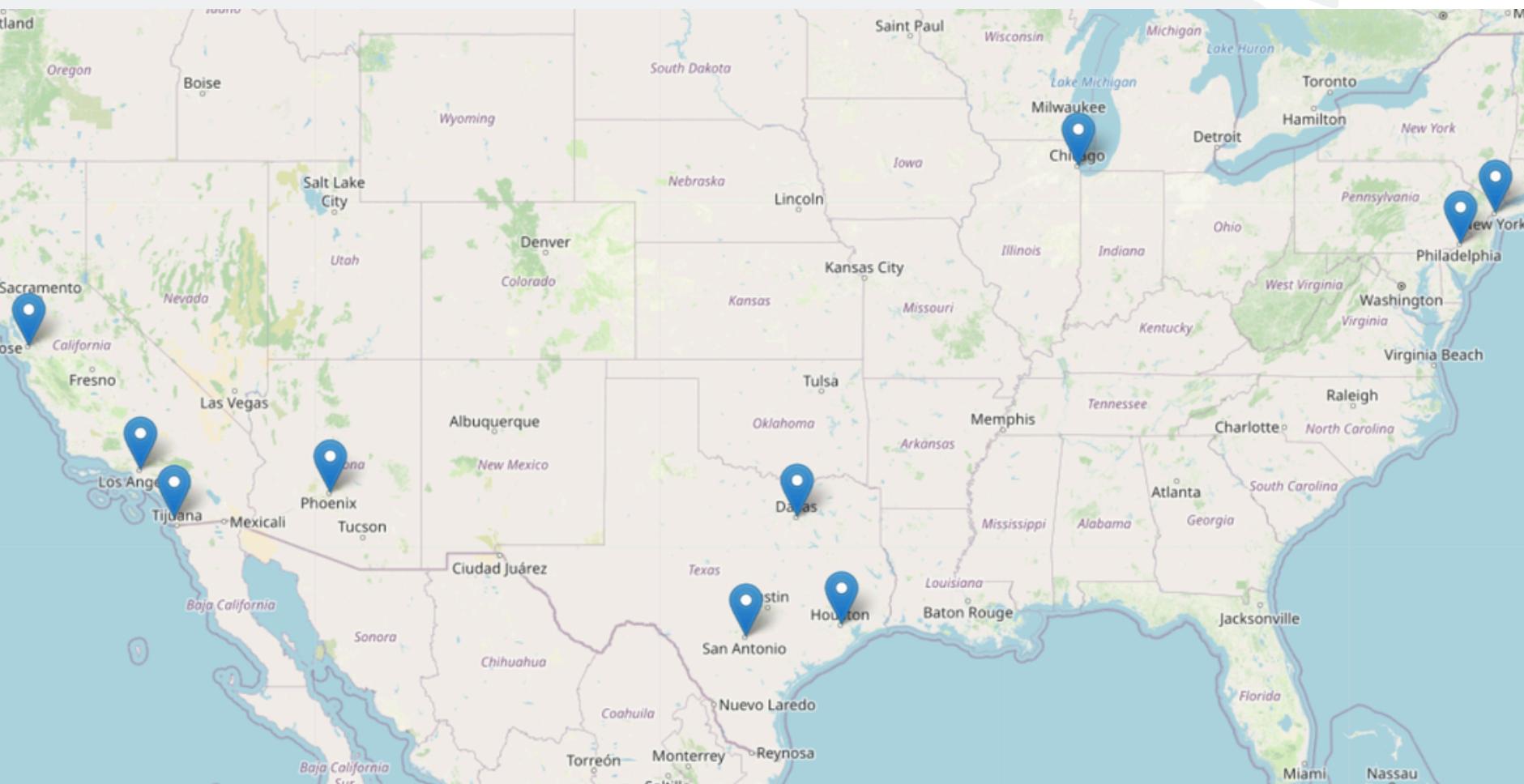
GYM

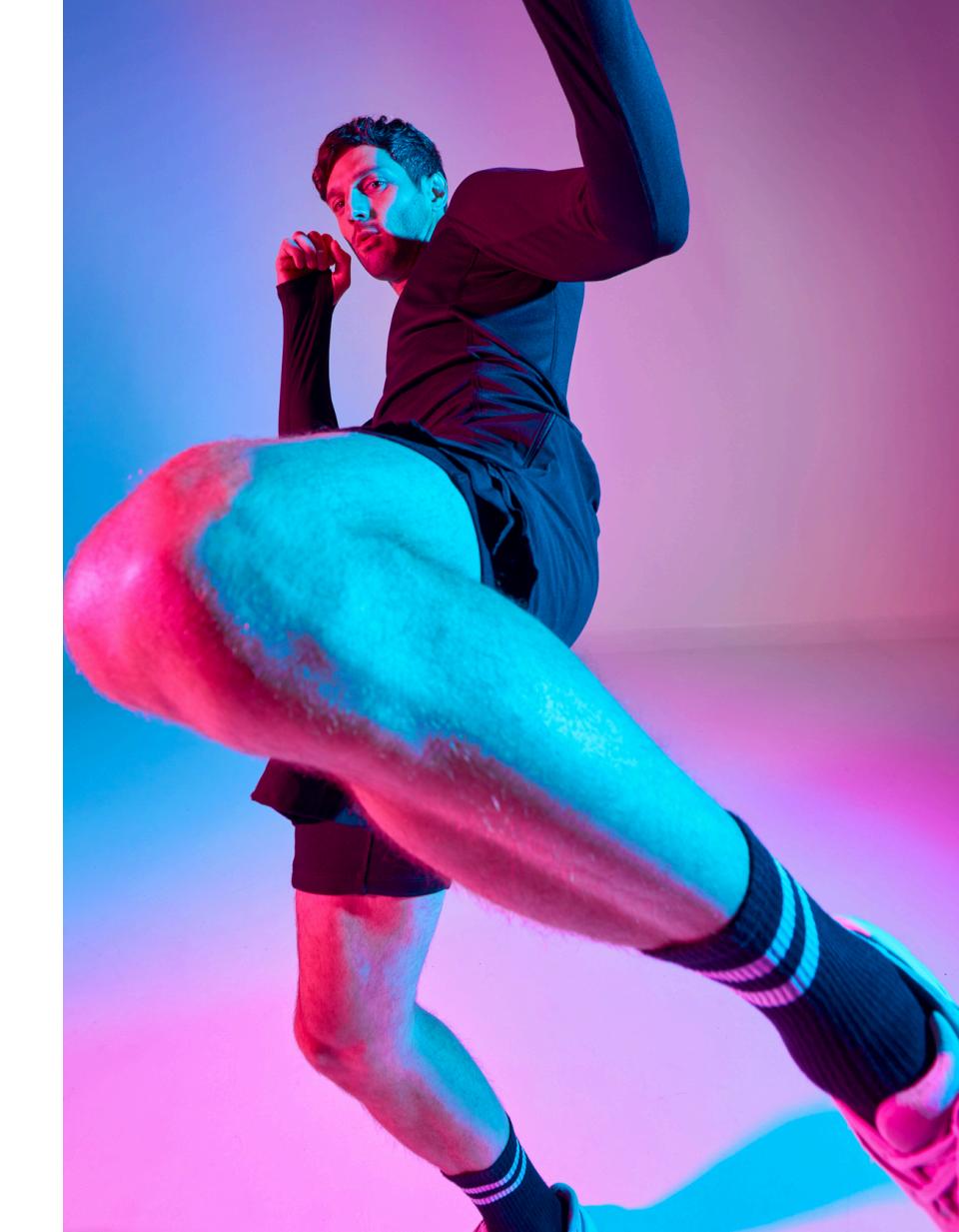
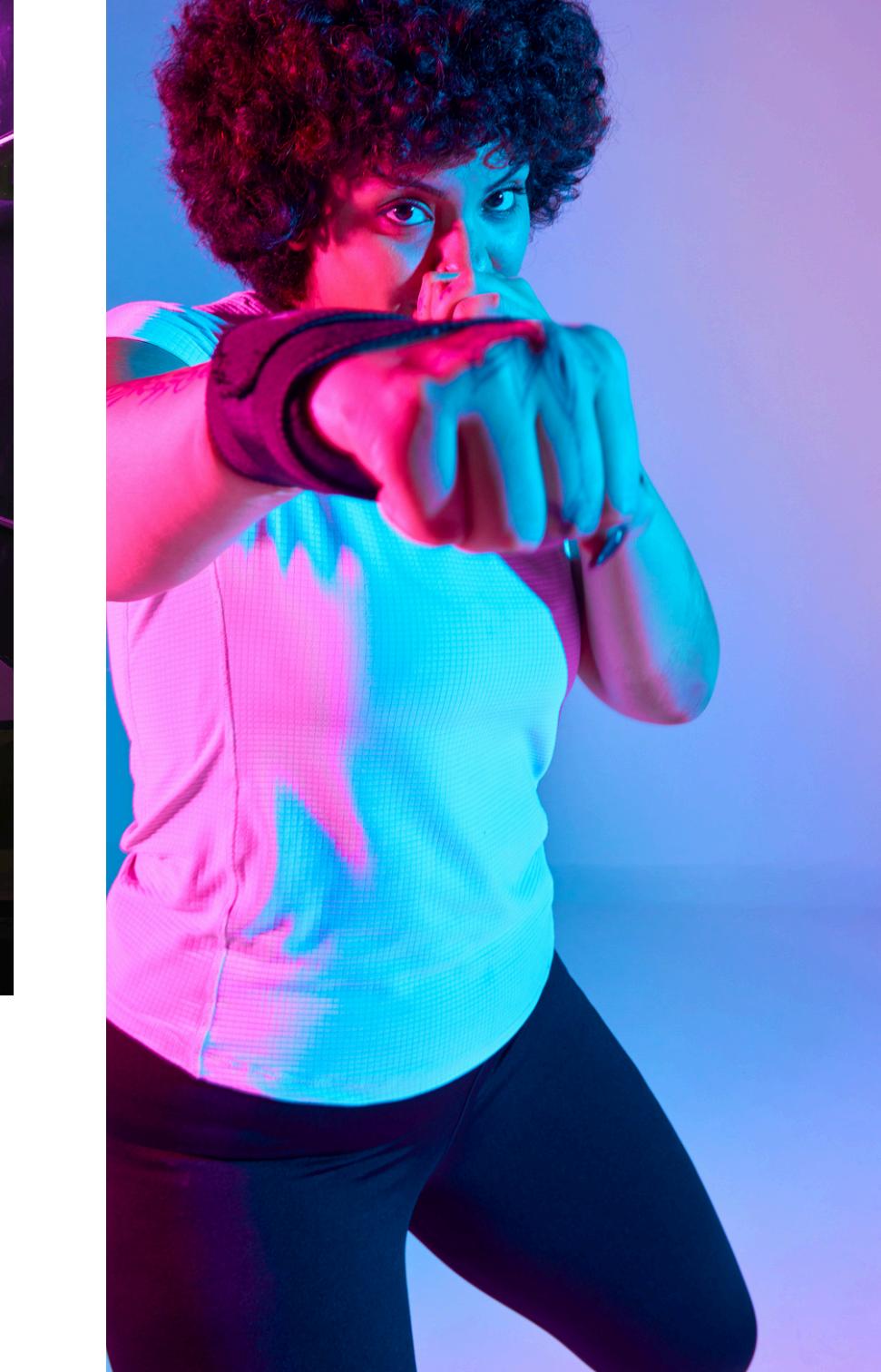
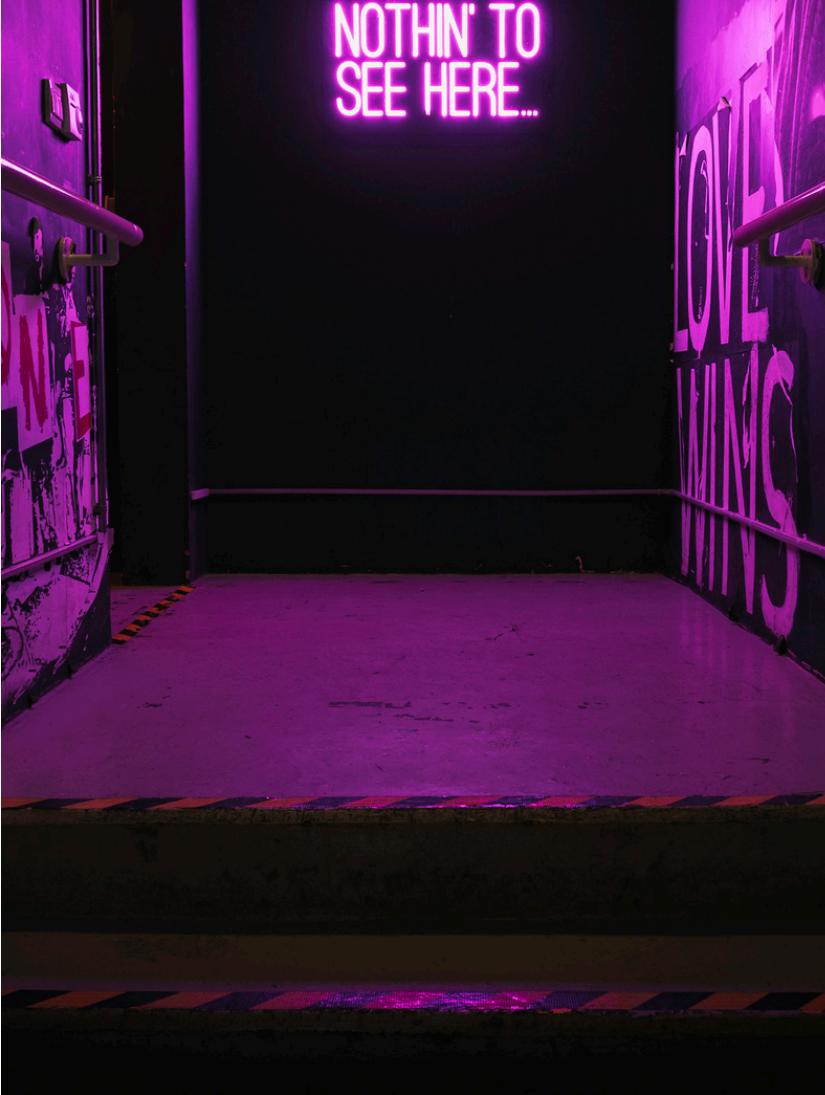


PONTE-FIT GYM

Our chain of gyms has establishments distributed throughout the USA.

We are working on opening up new establishments, so we want to open one that maximizes our gains.





How did we do it?

kaggle



- `checkin_checkout_history_updated.csv`
- `gym_locations_data.csv`
- `subscription_plans.csv`
- `users_data.csv`

Problems and Challenges we encountered

Dataset Size

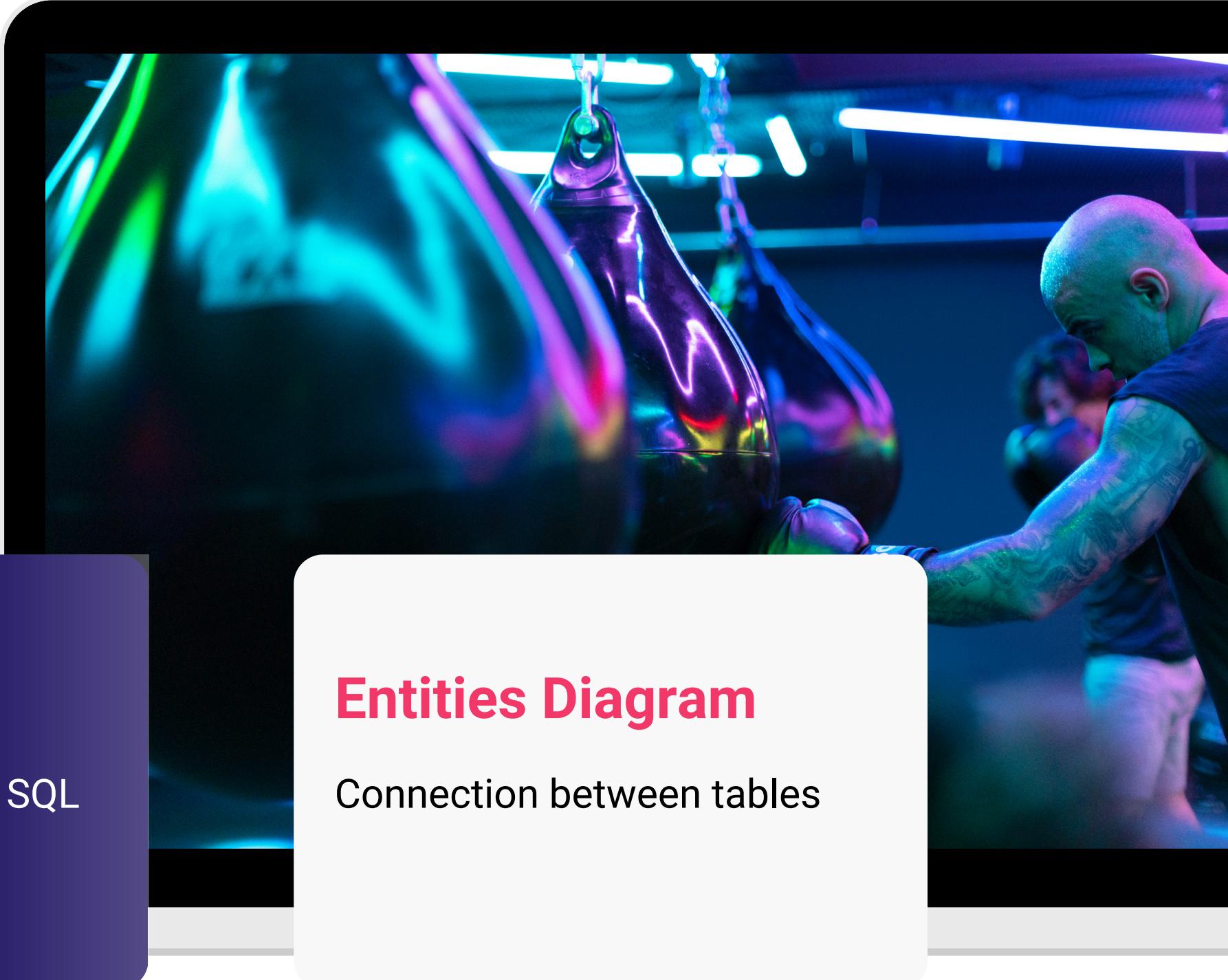
300 000 rows

Data Integration

Integrating the CVS into SQL

Entities Diagram

Connection between tables



Team Members



IRENE GAUNA

Bitcoin Investor

Machine Learning Engineer and Student



JUAN DURAN

Funko collector

My Funko collection is so big that I'm considering charging them rent.

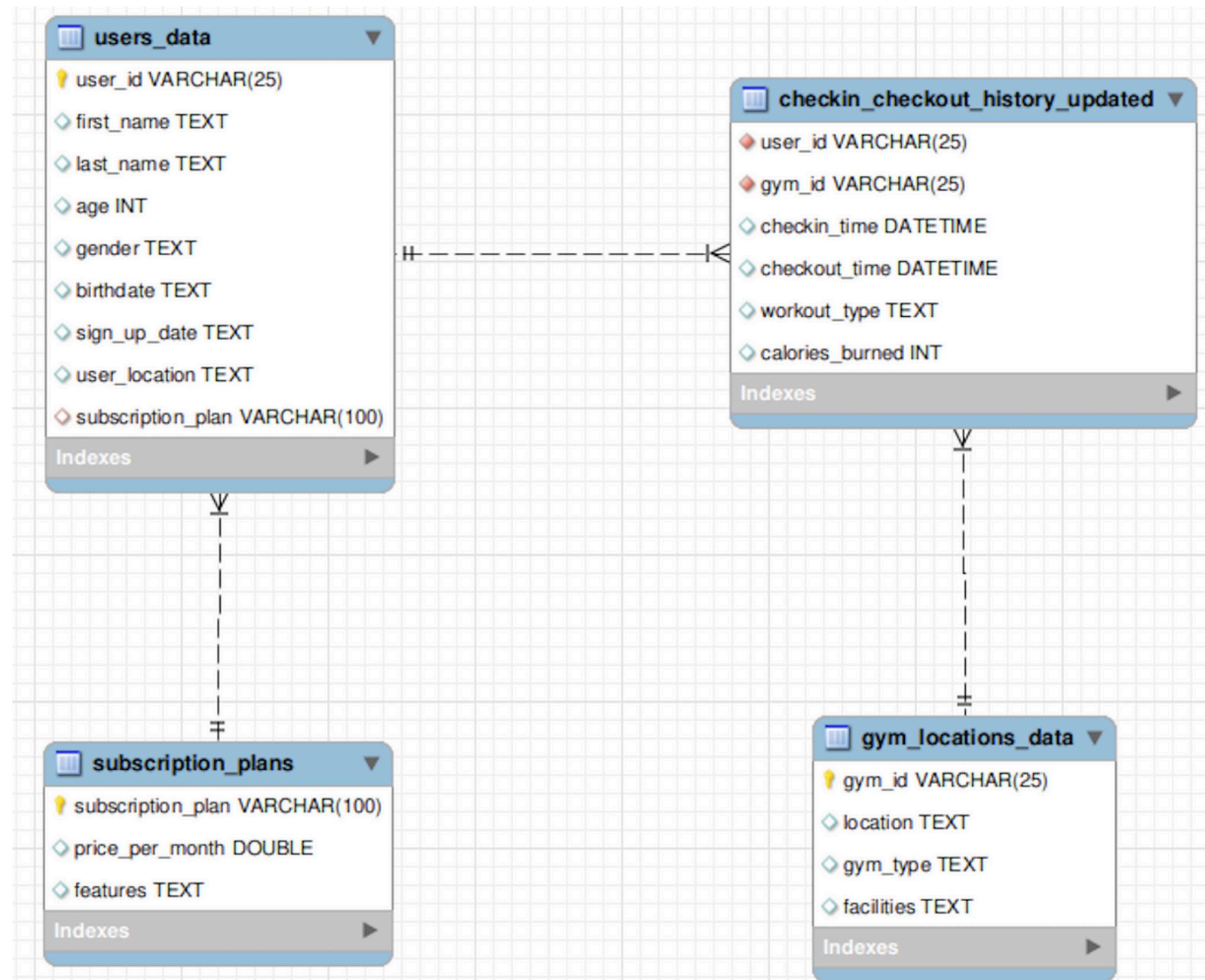


BENJAMÍN MANCERA

Web Developer

Biologist and web developer, starting in data analysis world.

Entities Diagram



Key Questions

1

Q1

What is the age range
that pays the most
money?

Q2

Which activities are
the most frequent
in each data range?

2

3

Q3

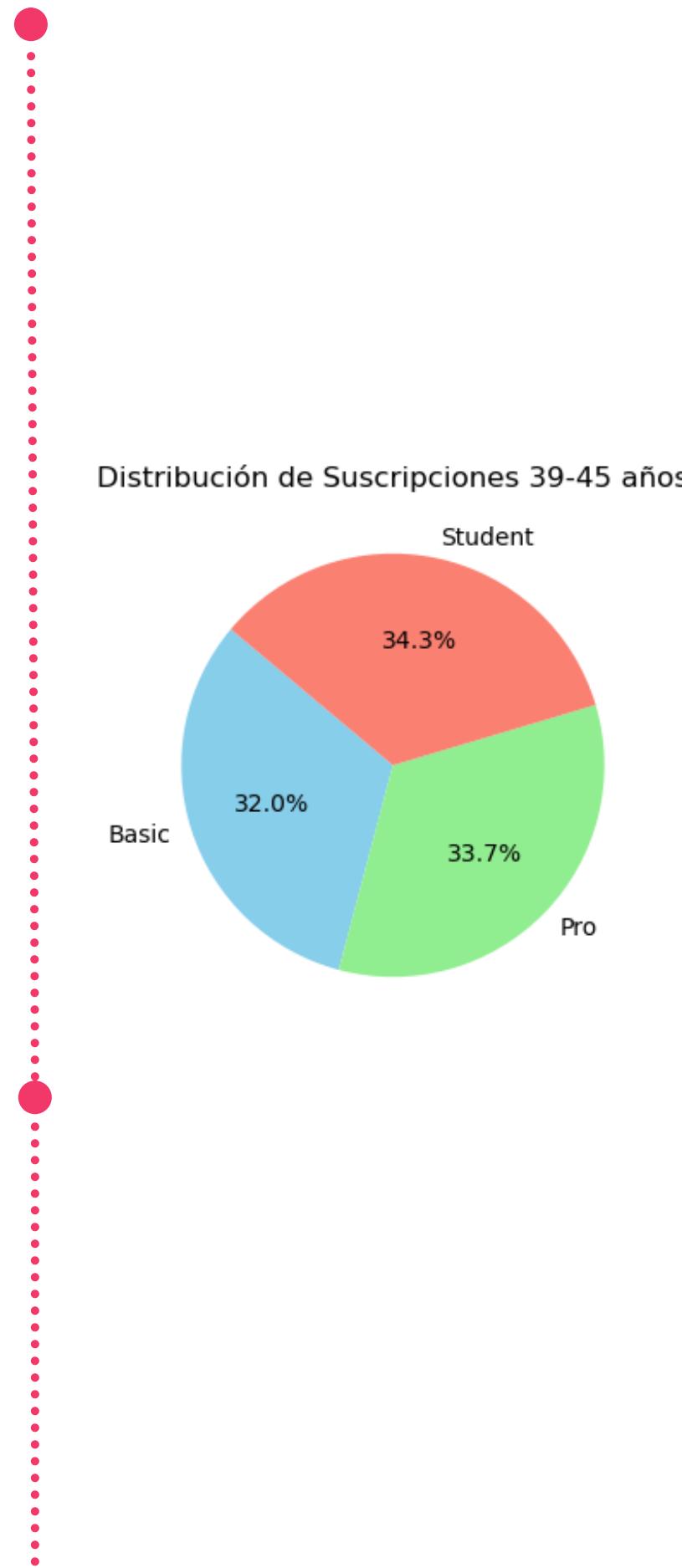
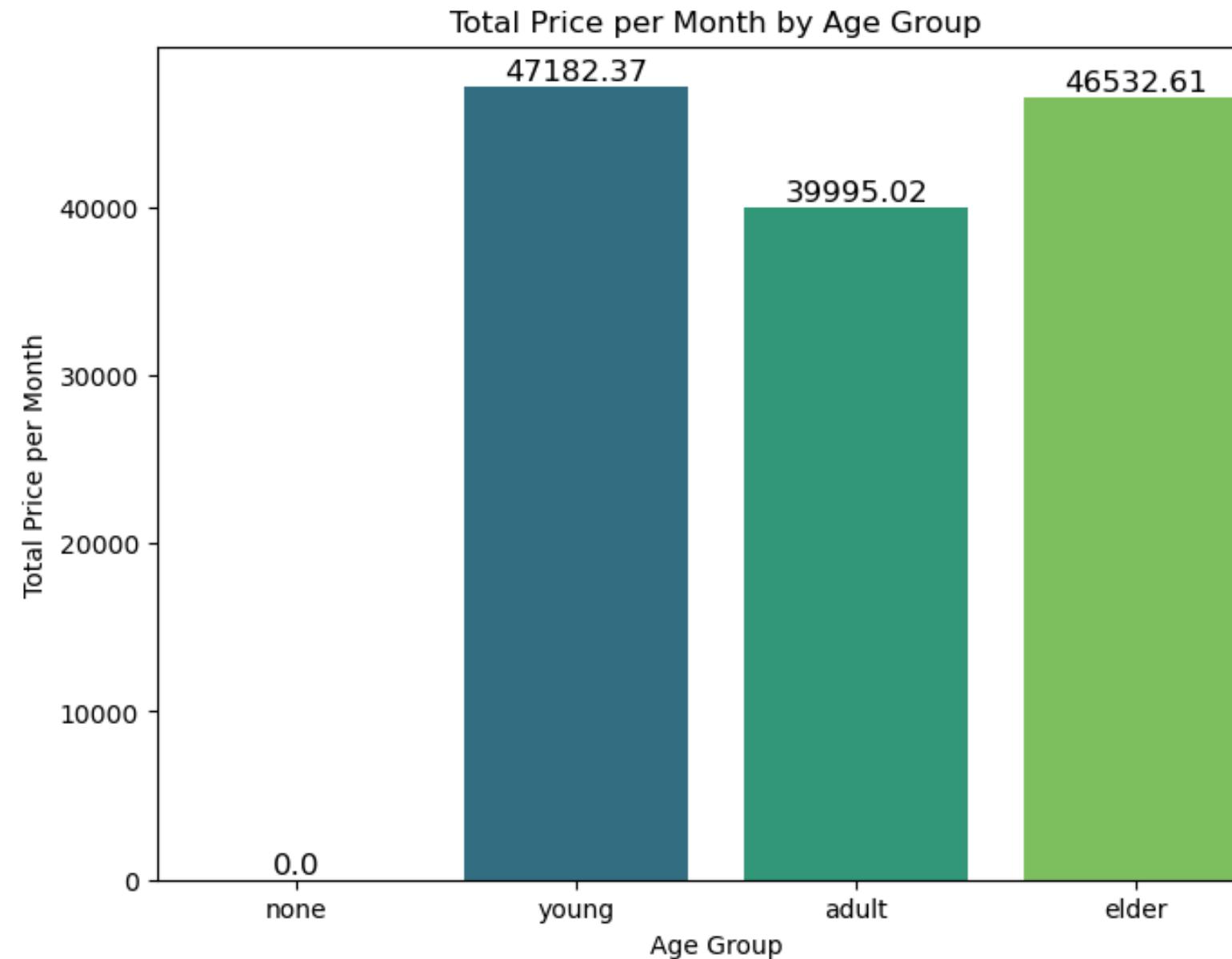
For how long have
they been signed up
in the gym, and how
long do they stay at
the gym?

Q4

Which is the most
common gym type for
each data range?

4

What is the age range that pays the most money?

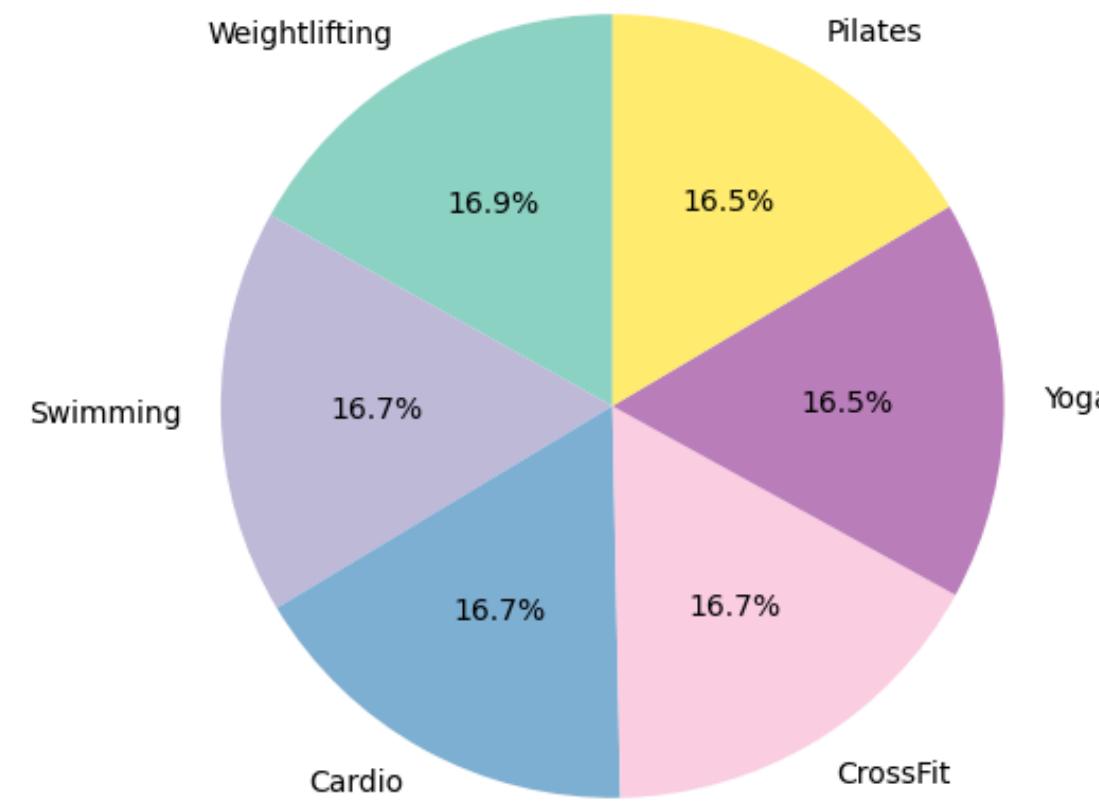


39-45 años

The number of subscriptions is proportional, but when studying the bar graph, ages 39, 41, 42, 43, 44 and 48 have more student subscriptions than the other two categories. With a total expense of \$35,133.

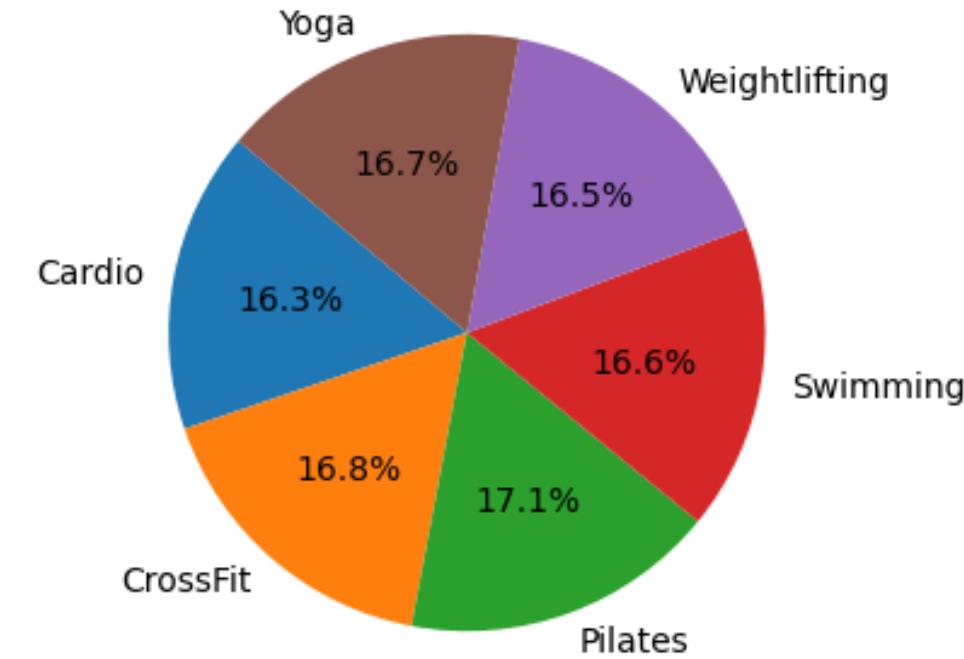
Which activities are the most frequent in each data range?

18-34 años



Almost equal distribution.
Weightlifting is the most
practiced.

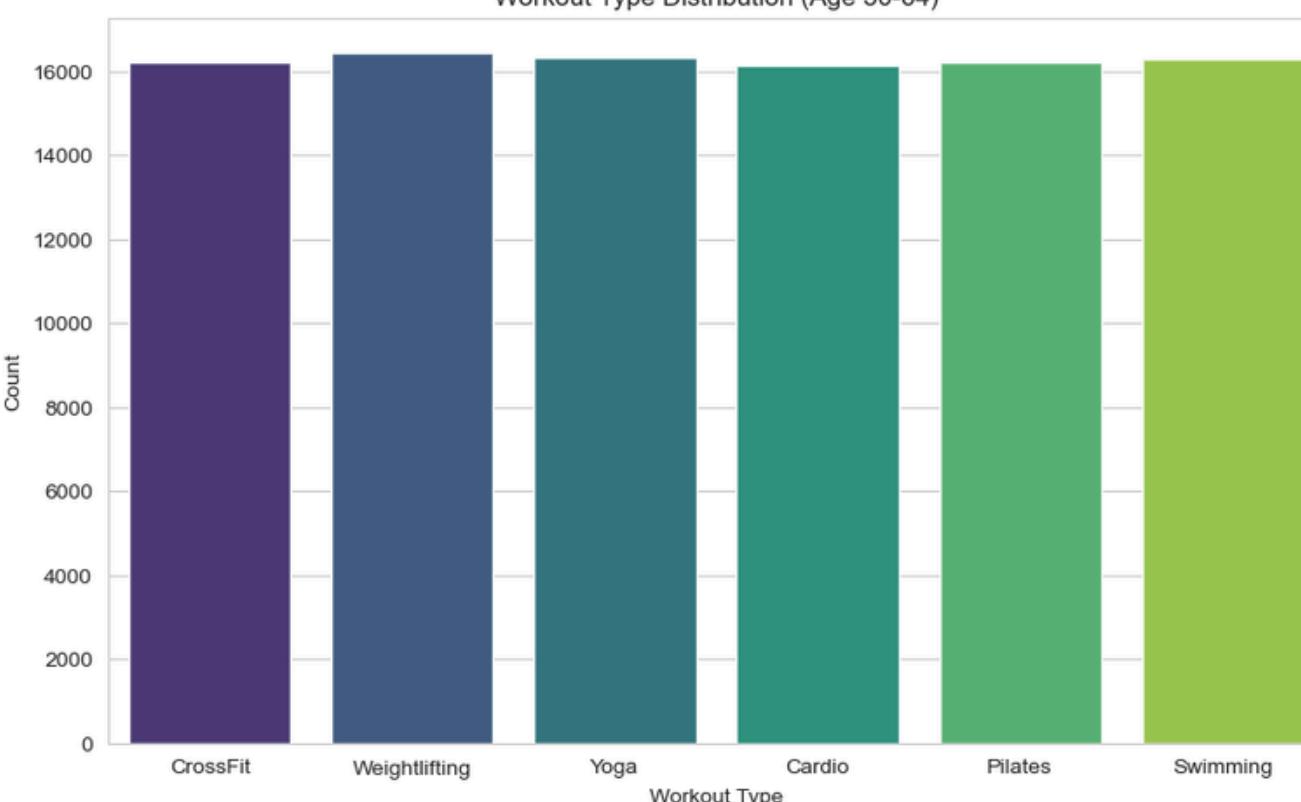
Distribución de Actividades (Edades 39-45)



39-45 años

The distribution is very similar, with none of them standing out in particular. It is striking that Crossfit is the most practiced sport at **49 years**.

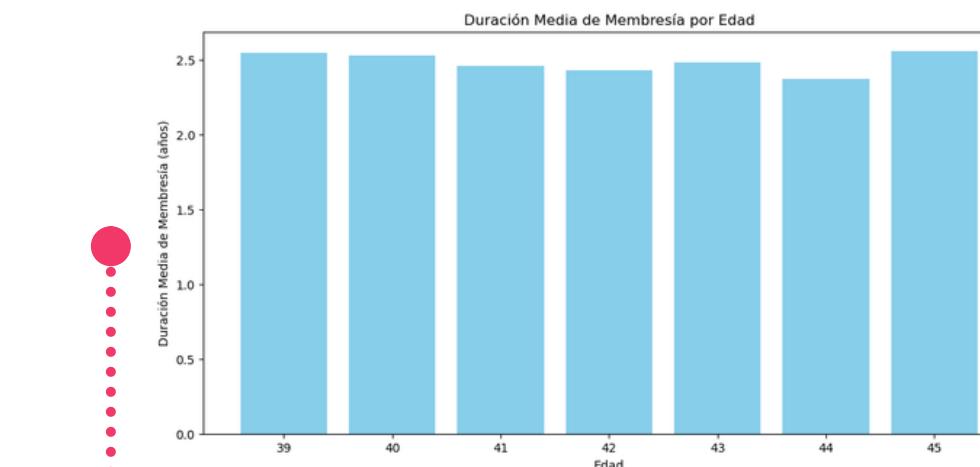
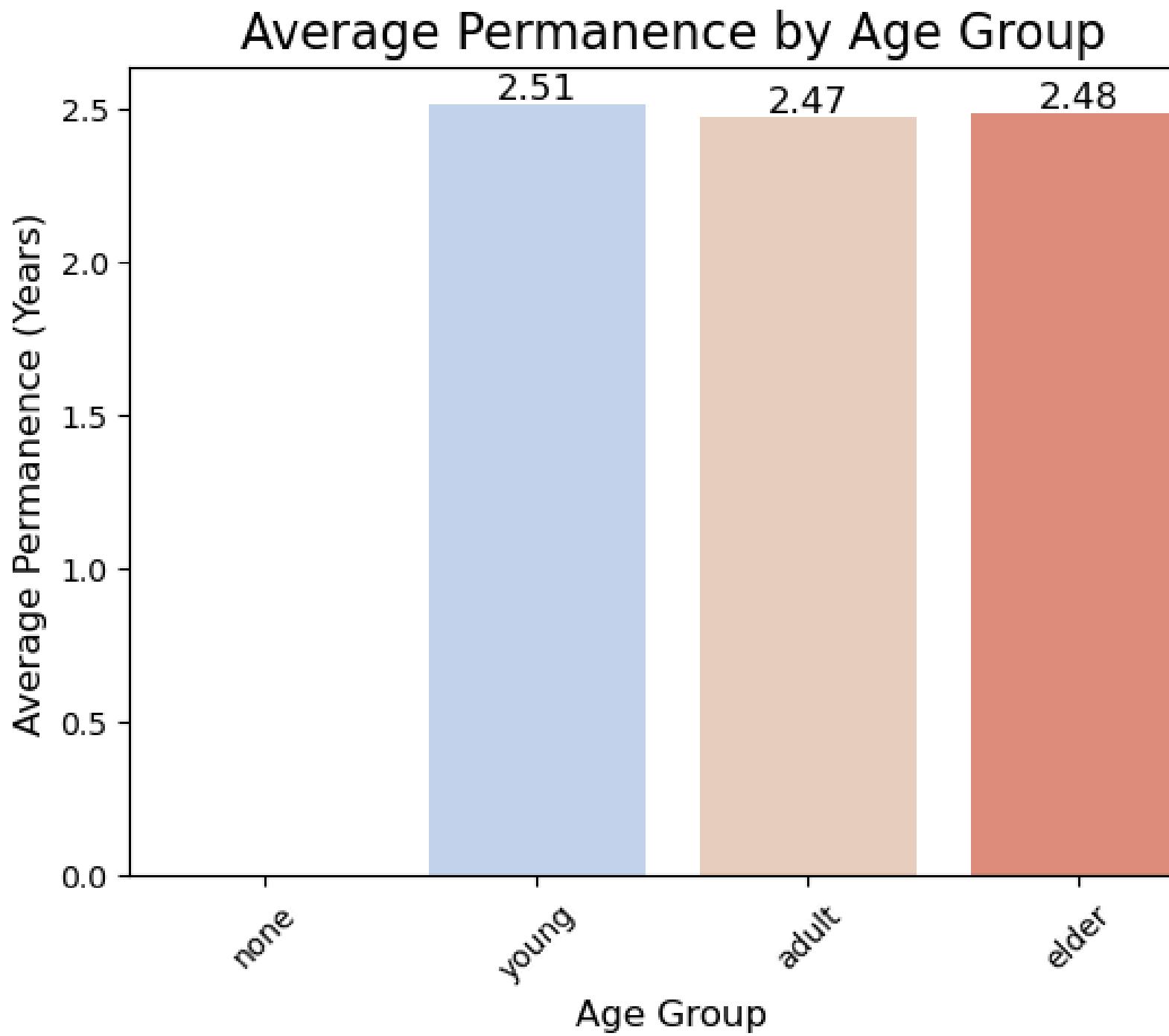
Planner



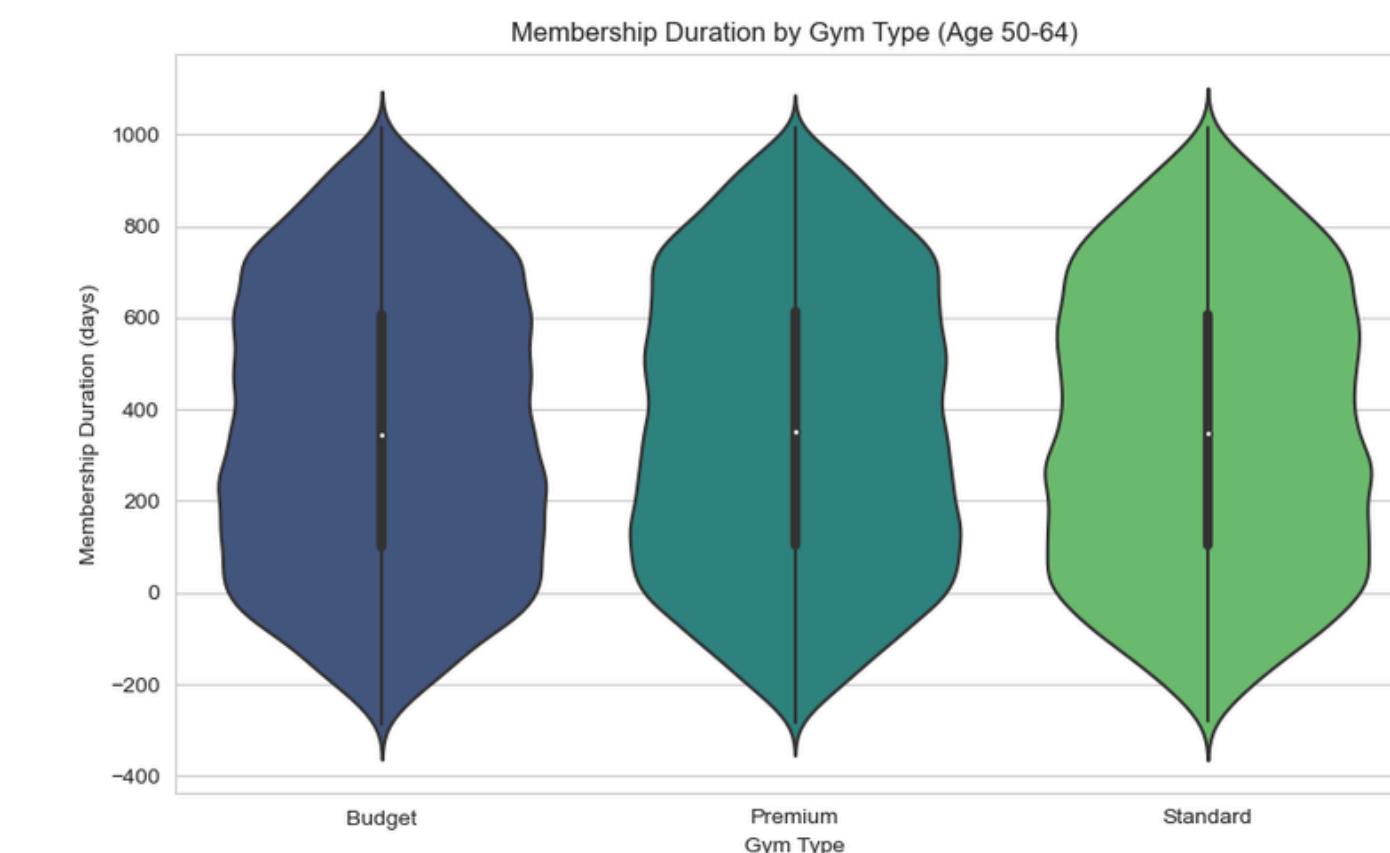
Almost similar as well.
Swimming however a little
bit more practiced.

For how long have they been signed up in the gym, and how long do they stay at the gym?

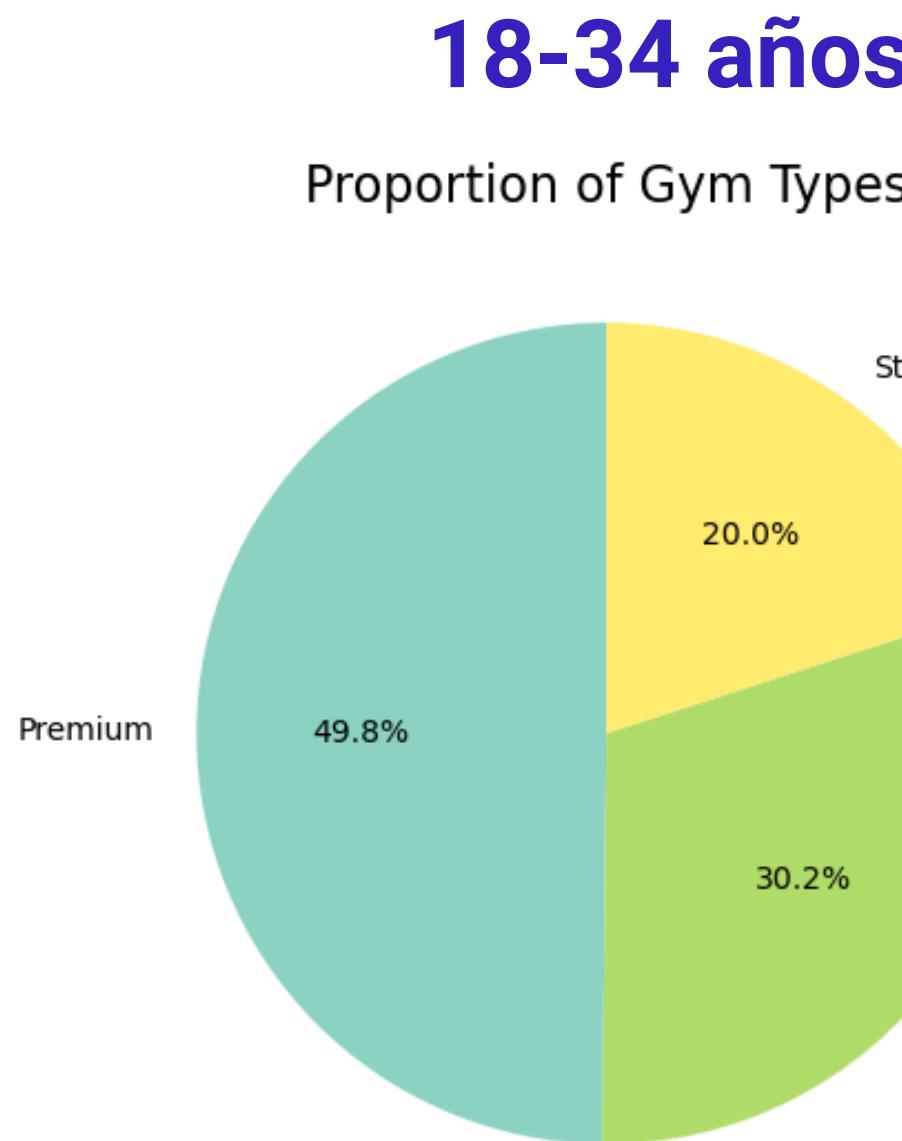
39-45 años



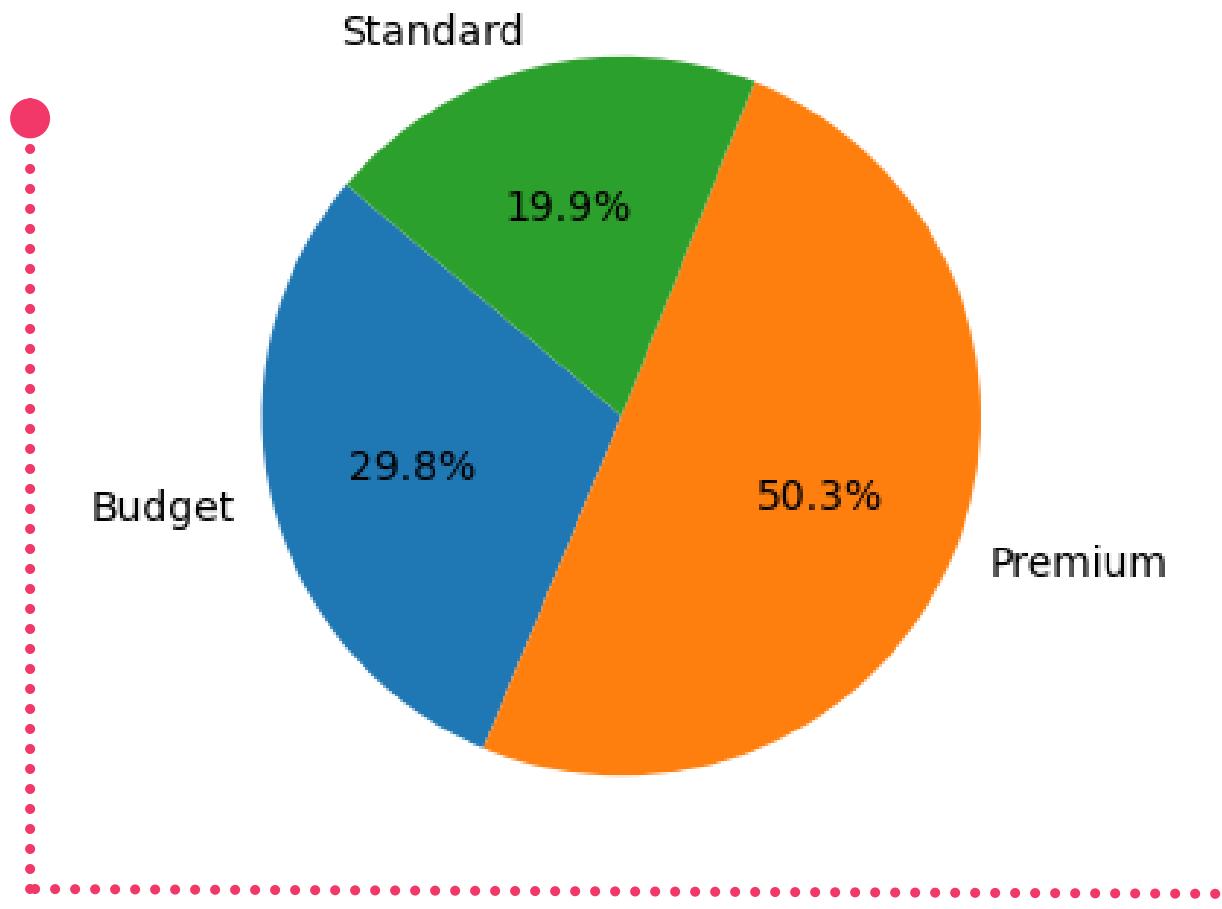
The time spent is very similar throughout the range, there are no significant differences, with **104.4 minutes** being the average time spent in the gym.



Which is the most common gym type for each data range?



Distribución de Tipos de Gimnasio

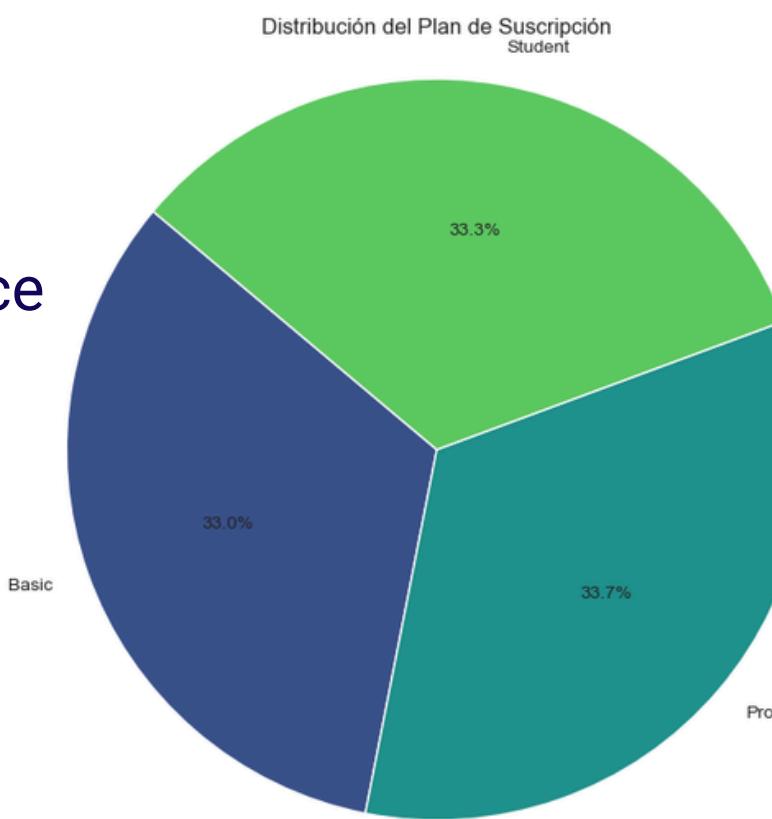


39-45 años

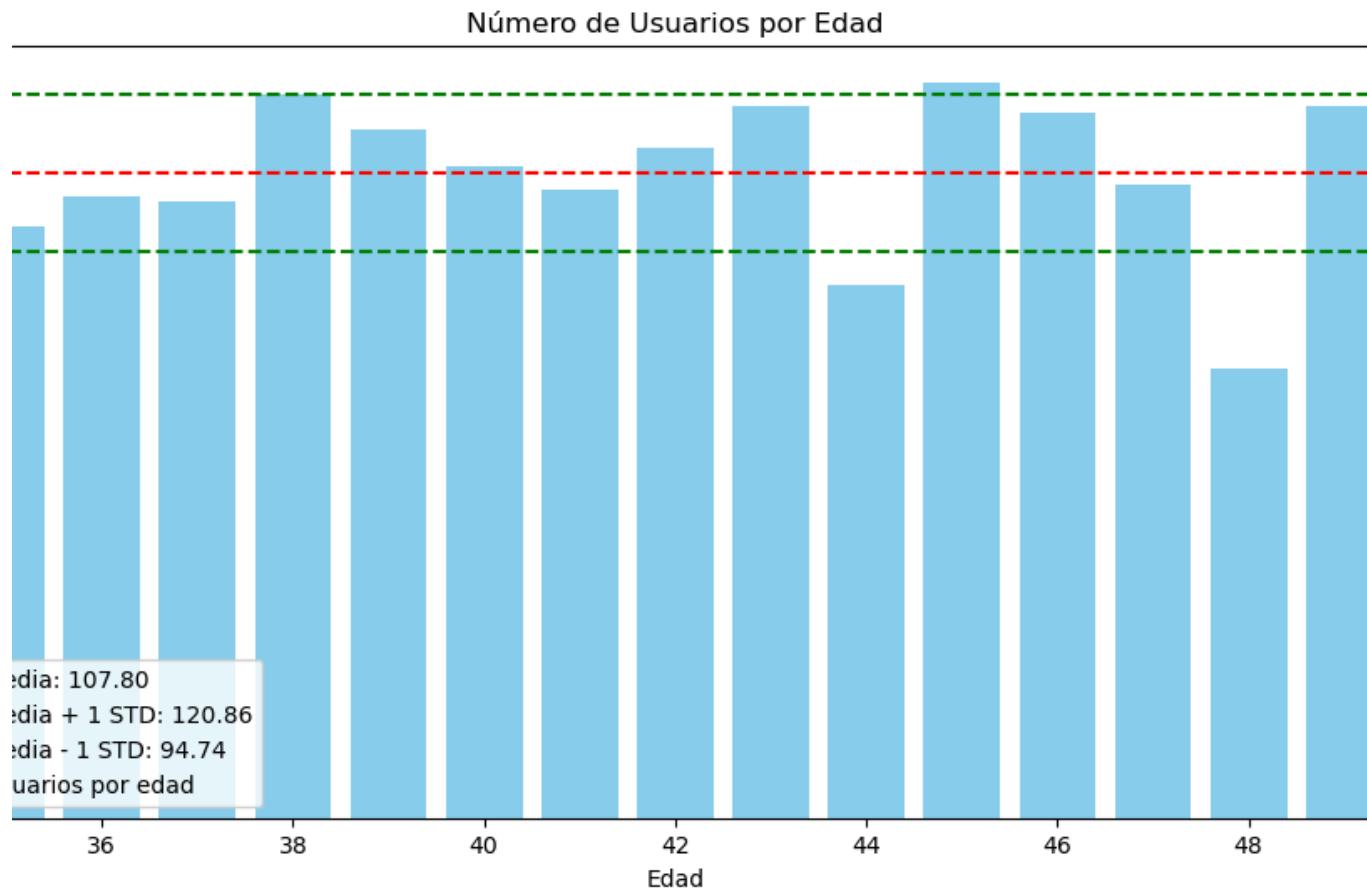
Age does not seem to influence the type of gym, and the distribution of subscriptions seems to correspond to the number of gyms of each type.

| gym_type | total_suscripciones |
|----------|---------------------|
| Budget | 28905 |
| Premium | 48706 |
| Standard | 19293 |

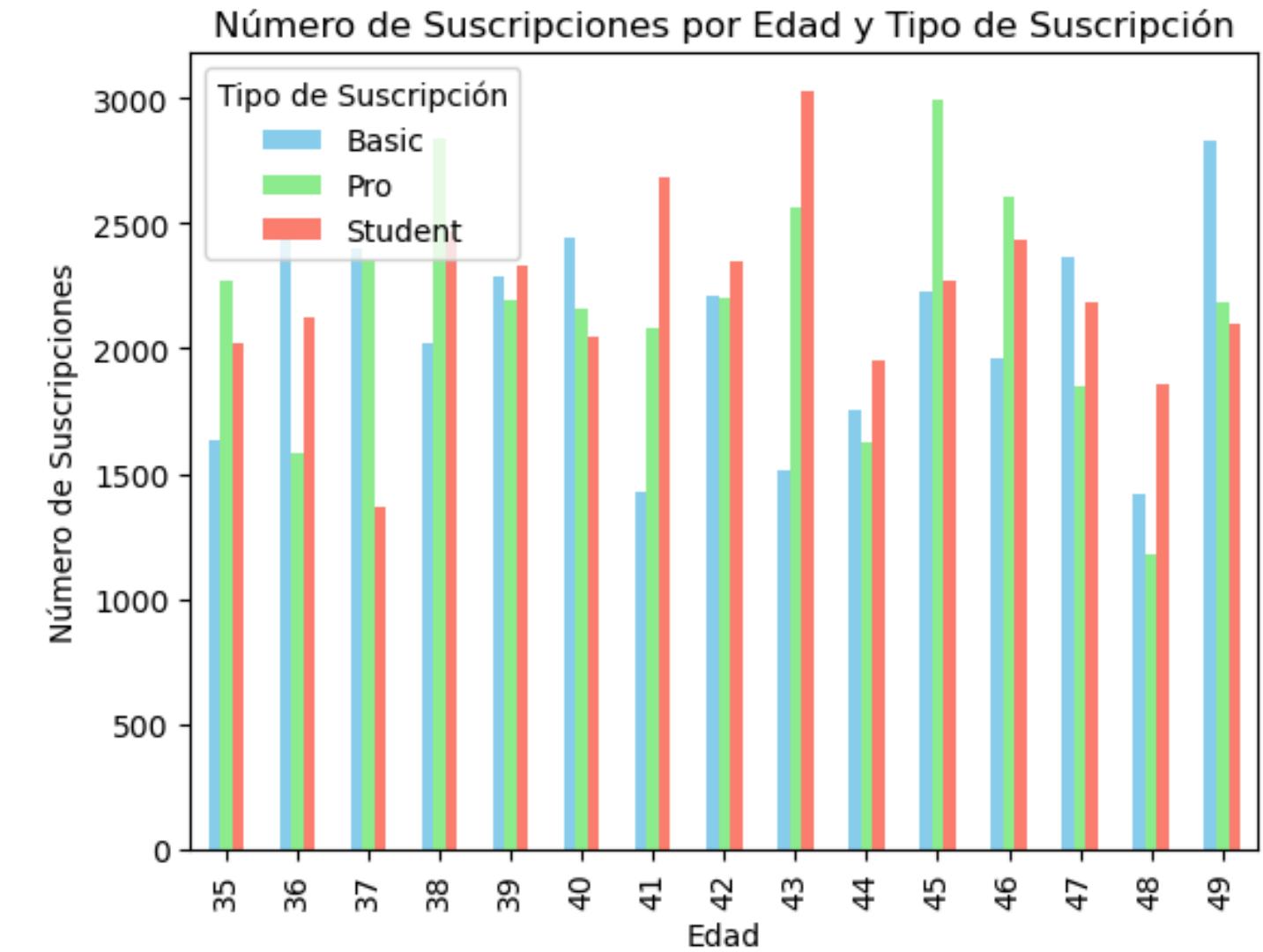
50-64
No notable difference



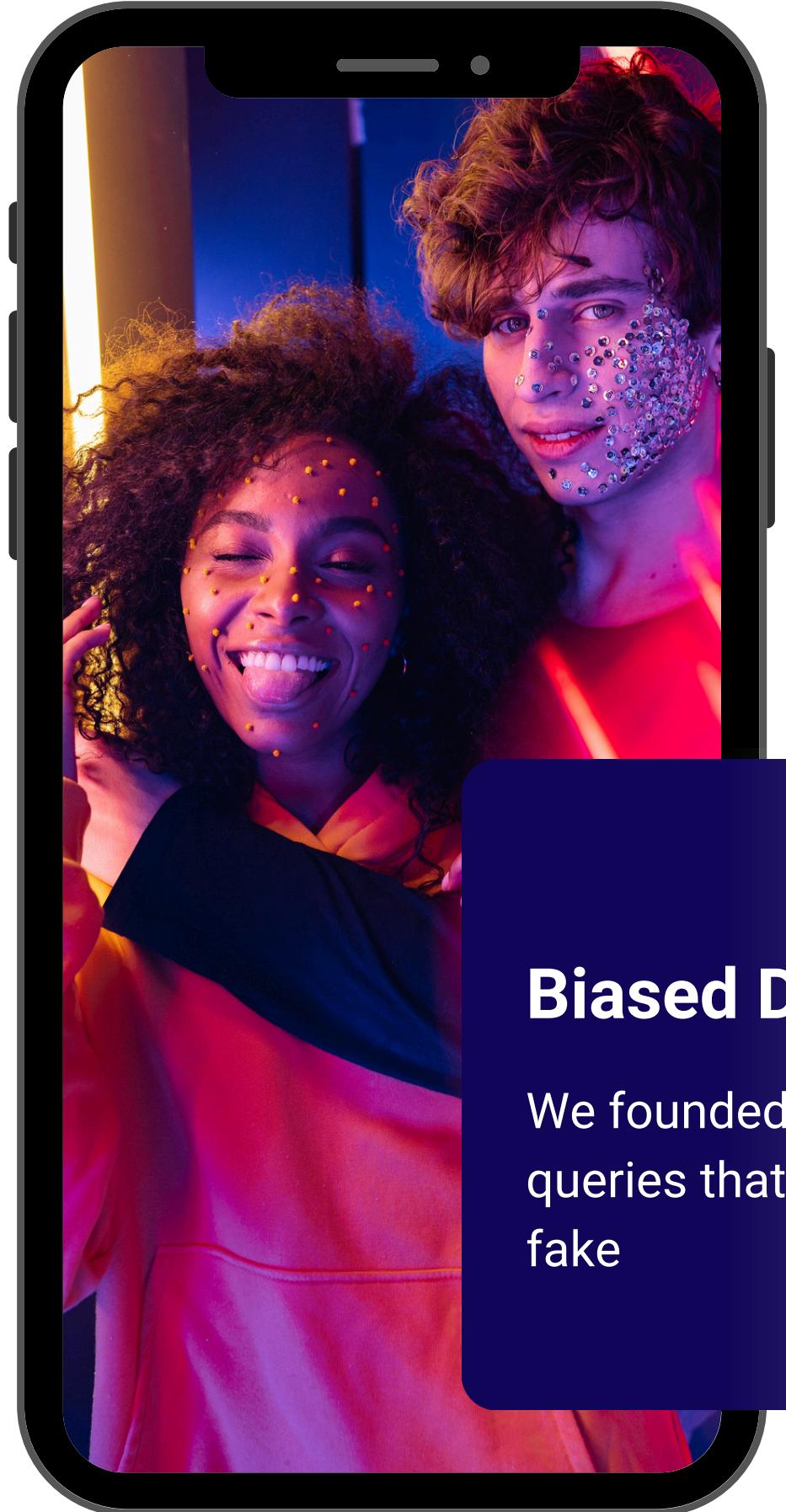
Interesting Facts



The ages of 44 and 48 are less frequent than the rest. It would be a data to investigate.



Student subscriptions are most common among those aged 39, 41, 42, 43, 44 and 48. We think it would be a good idea to review the requirements for obtaining this subscription and offer offers to upgrade to a higher one.



Conclusions

01.

Biased Dataset

We founded through our queries that the dataset is fake

02.

Target Client

Clients with age 35-49

03.

Revise Subscriptions

Review requirements to get these subscriptions

We have a small surprise...

Benjamín
Juan Durán
Irene Gauna

Ponte-Fit

THANK YOU!!

