



MyGym: Membership Analysis

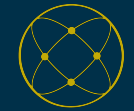
zoomcharts

2022

2023

2024

2025



ONYX
DATA



Total Members

648

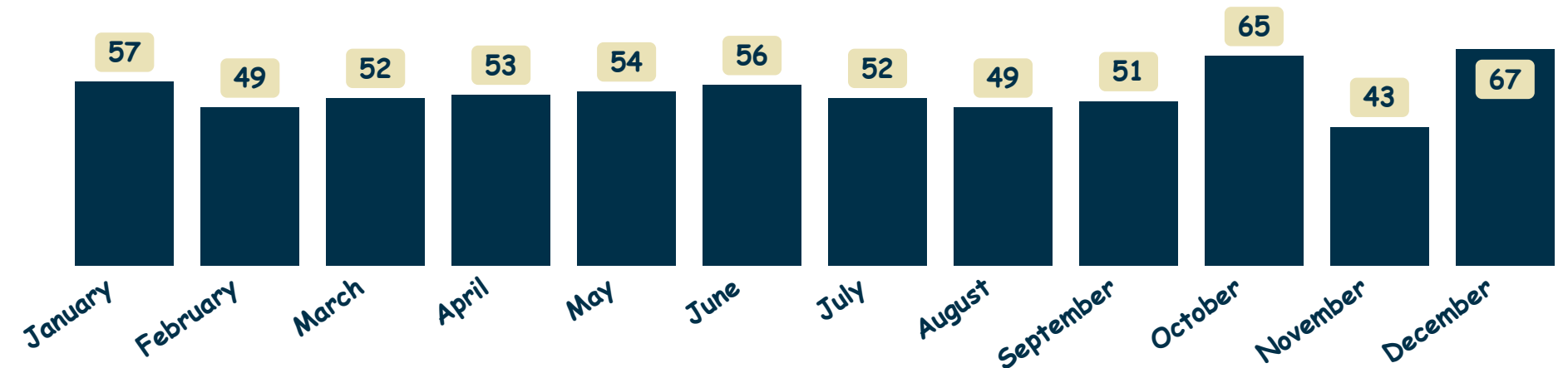
▼ -44 (-6.4%)

Churn Risk: 20.4%

Average Revenue per Member

\$34.13 ▼ -0.49 (-1.4%)

Membership Growth over Months



Members have Personal Training



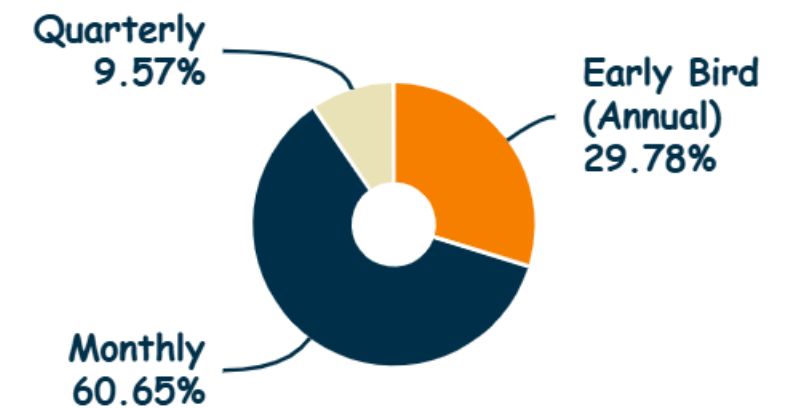
Members use Sauna



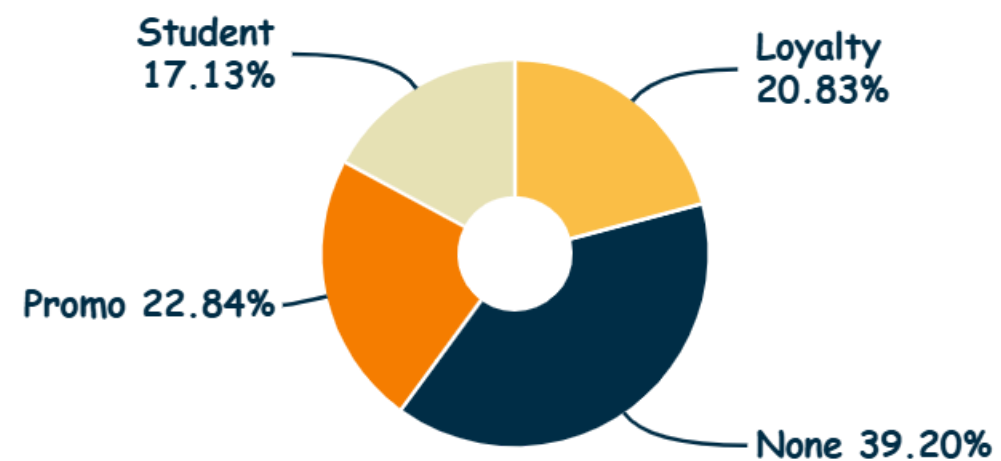
Members have Drink Subscription



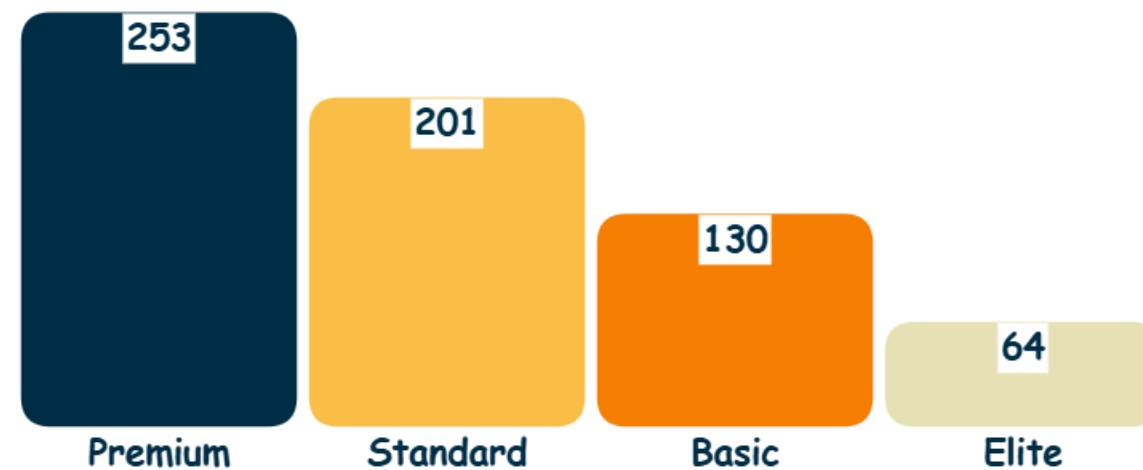
Subscription Models use by Members



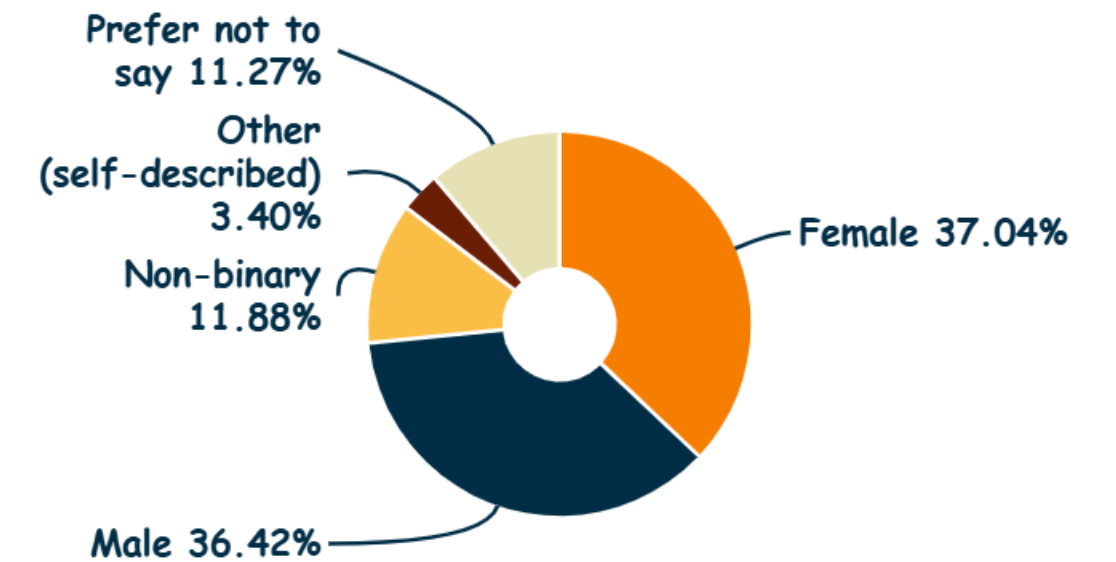
Subscription Models use by Members



Count by Type of Membership



Gender Distribution





MyGym: Revenue Analysis



2022

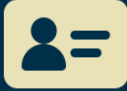
2023

2024

2025



ONYX
DATA



Total Revenues

\$22.12K

▼ \$-1,841 (-7.7%)

Gender

Female	\$8,105.98
Male	\$8,054.75
Non-binary	\$2,564.83
Other (self-described)	\$804.88
Prefer not to say	\$2,588.55

Total Revenue

Membership Type

Basic

Elite

Premium

Standard

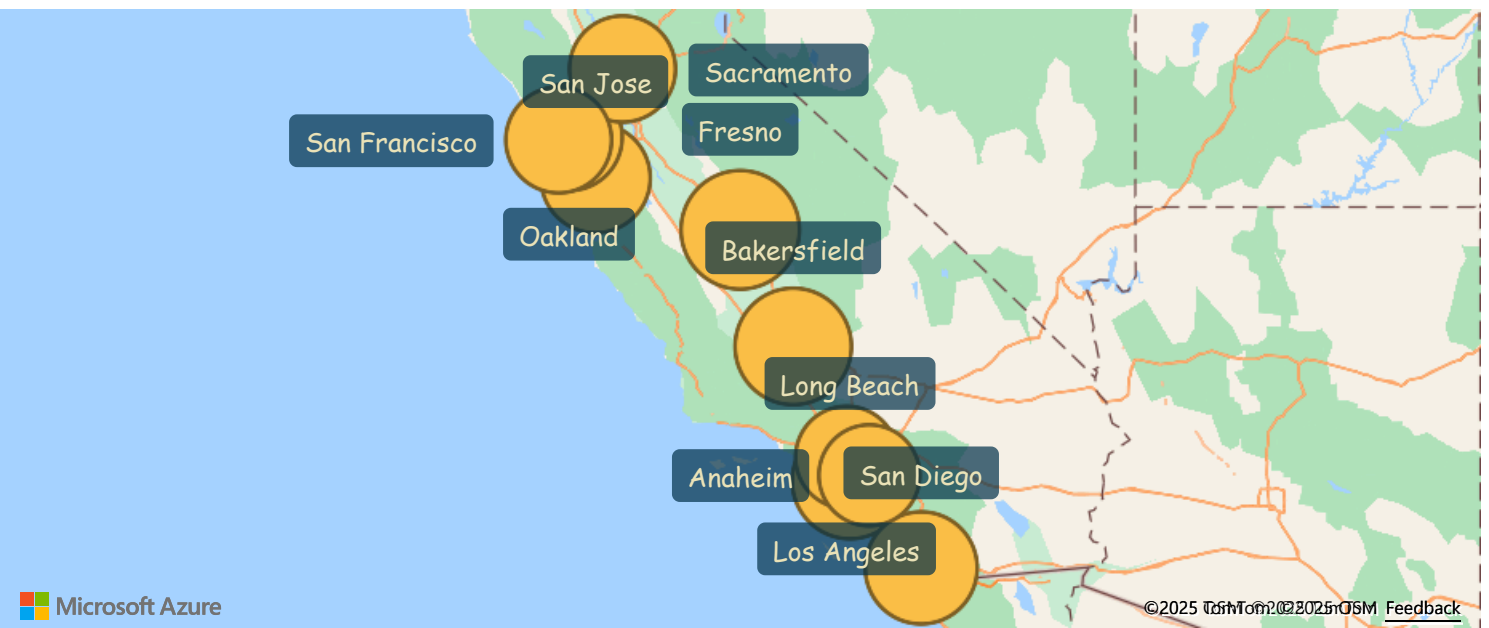
Subscription Model

Early Bird (Annual)

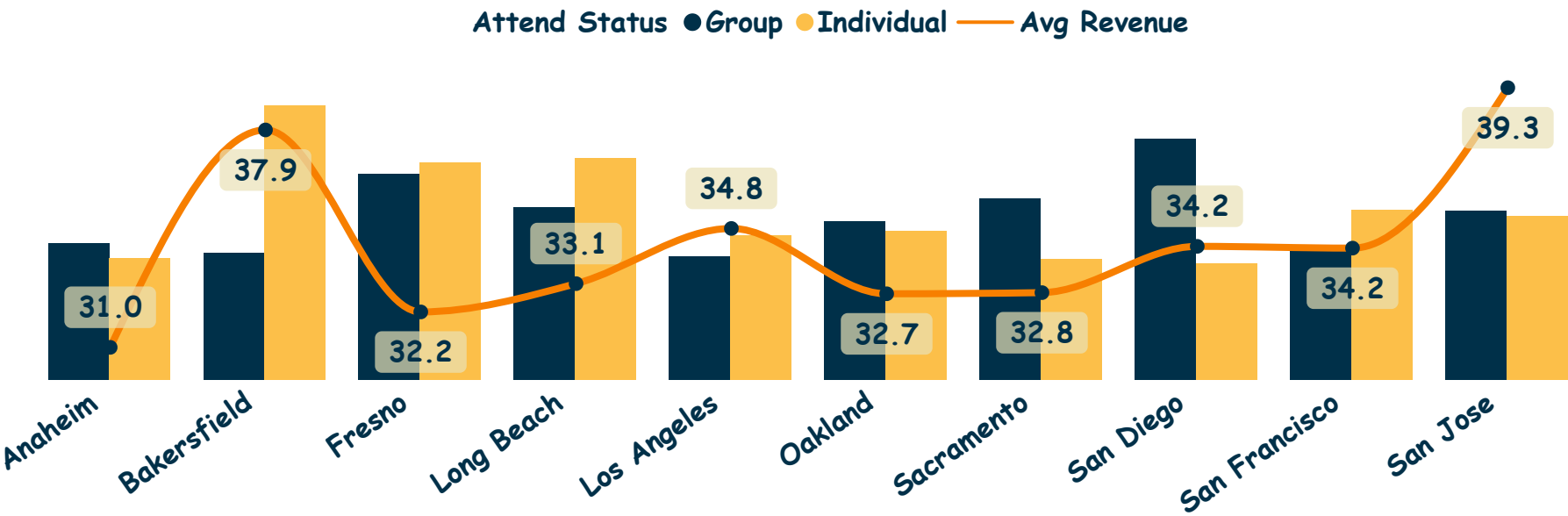
Monthly

Quarterly

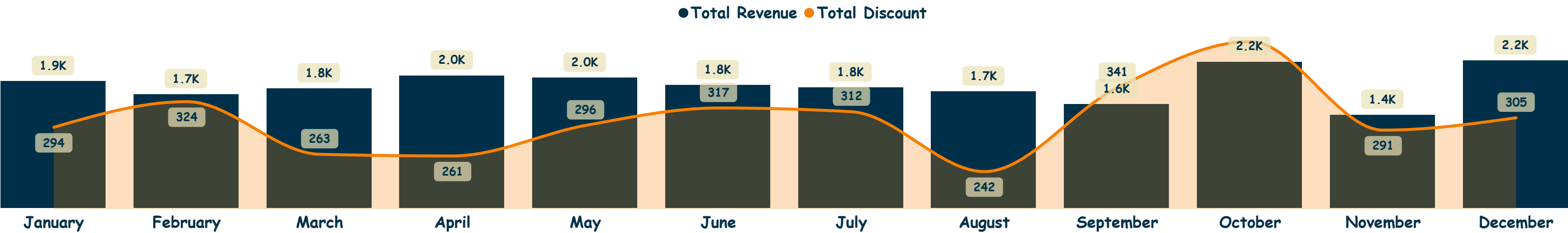
Total Revenue by Location in California



Total Revenue & Avg. Revenue by Attend Status in Gym Location



Revenue Growth over Months





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02:47 PM

Avg. Check-in Time

04:30 PM

Avg. Check-out Time

103.00

Avg. Duration (Mins)

Discount Type

Loyalty

None

Promo

Student

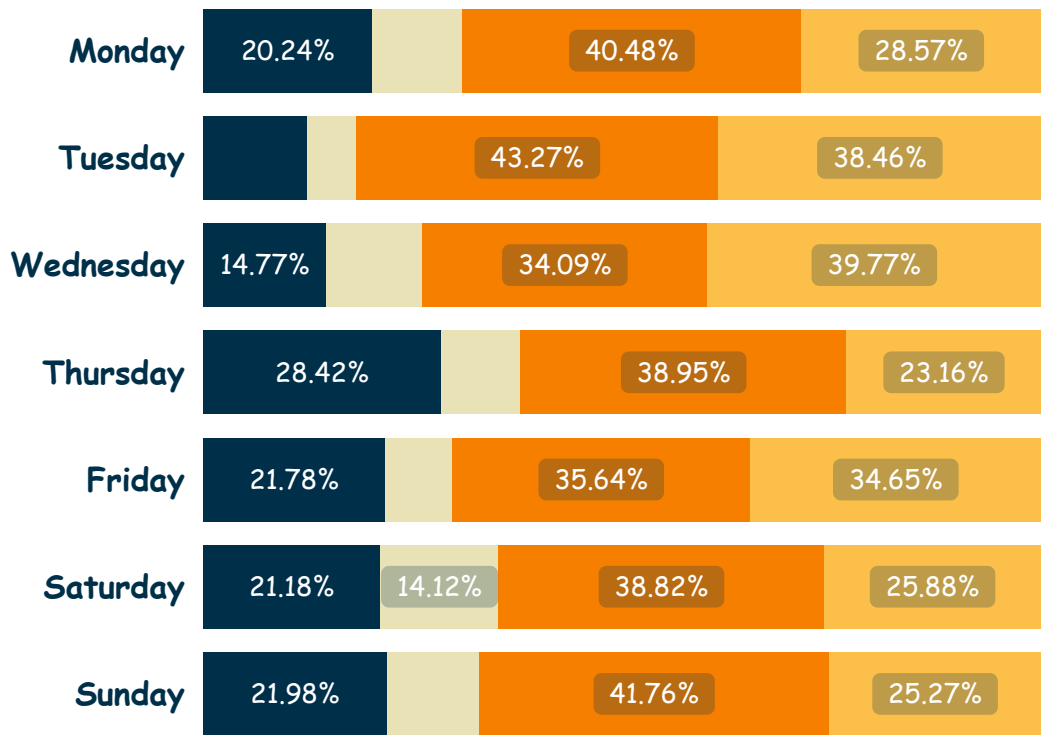
Drink Subscription

False

True

Members by Weekdays and Membership Type

Membership ● Basic ● Elite ● Premium ● Standard

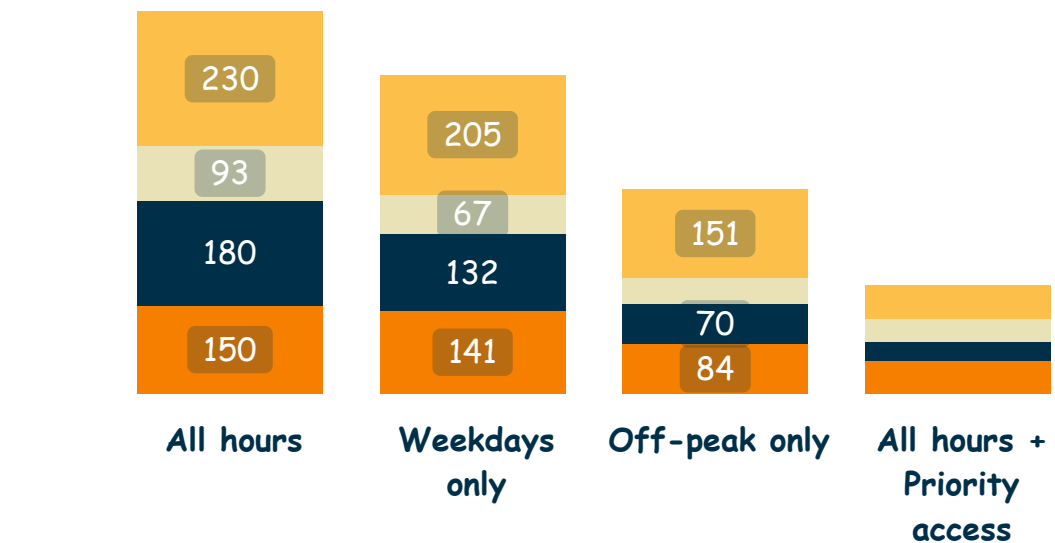


1733

Total Visits

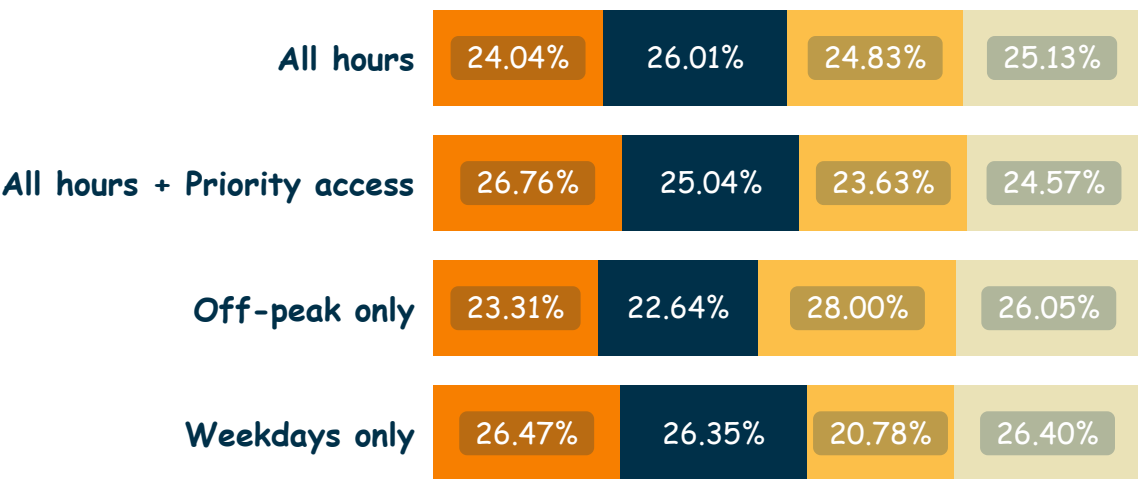
Visit Frequency

AgeGroup ● Adult (30-39) ● Mature (40-49) ● Teen (12-17) ● Young Adult (18-29)



Avg. Duration by Access Hours

AgeGroup ● Adult (30-39) ● Mature (40-49) ● Teen (12-17) ● Young Adult (18-29)



Avg. Check-in Time vs Workout Duration

● Avg Check-in Time ● Avg Duration (Mins)

