

# Data Viz Entry by:

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Data Poppins Digital Creations

Info

Resource Planner

Revenue

Demographics

Engagement

## Initial Findings for My Gym:-

### • Revenue at Risk:

**881 (44.09%)** of members fall into the My Gym Absents persona - this revenue accounts for **44.7%** of all current subscriptions and is therefore at risk of loss due to likely membership cancellations

### • Growth is slowing:

Members joining per year is falling year on year 2024 had **6% less** joiners than 2023

### • Highest value segments:

Member type - Premium

### • Likely Least Satisfied Groups:

Elite members are the least likely to have a discount (**33%**) and also have the largest proportion of absent members for their category of membership **49% of category**

### • Engagement with Add Ons:

Drinks sub use and Sauna use is higher in engaged groups, PT use may actually have a negative impact on engagement - this needs a deeper dive

## Assumptions & Approach:-

- Assumed that all members are current as no data to determine when last payment made
- Assumed that add ons are paid over and above current membership and not included in these revenue figures
- Took a "Persona" based approach to engagement to best determine what groups need a marketing strategy
- Focused on a few key areas, noting that the data is able to be viewed from multiple angles and that this dashboard will highlight areas that need deeper dive
- Elected Native visuals rather than custom design - in order to focus time on the findings - presented information in a clear clean multiple page format for clarity

## Recommendations:-

- The analysis shows areas for concern in respect of income at risk - a marketing strategy needs to be put into action - ideally before October as October and December are the months that saw the highest number of joiners in 2024
- Discounts should be focused on offering add ons for Drinks subscriptions and sauna use - as use of these in higher engaged groups is higher than those in low engaged groups
- Consider focused campaigns for Self ID demographics such as Non Binary
- Consider discounts for quieter times - Early Bird / Lunchtime specials
- Use the Resource Planner to optimise staffing across sites (and consider if some sites are still viable to staff)

## Next Steps:-

Acquire more quantitative and qualitative data - this will enable a deeper analysis - Payment schedule data, add on revenue data and customer satisfaction surveys will provide additional insight to this first review





## Location

All

## Day

All

## Distance Calculator

To:

- Anaheim
- Bakersfield
- Fresno
- Long Beach
- Los Angeles
- Oakland
- Sacramento
- San Diego
- San Francisco
- San Jose

From:

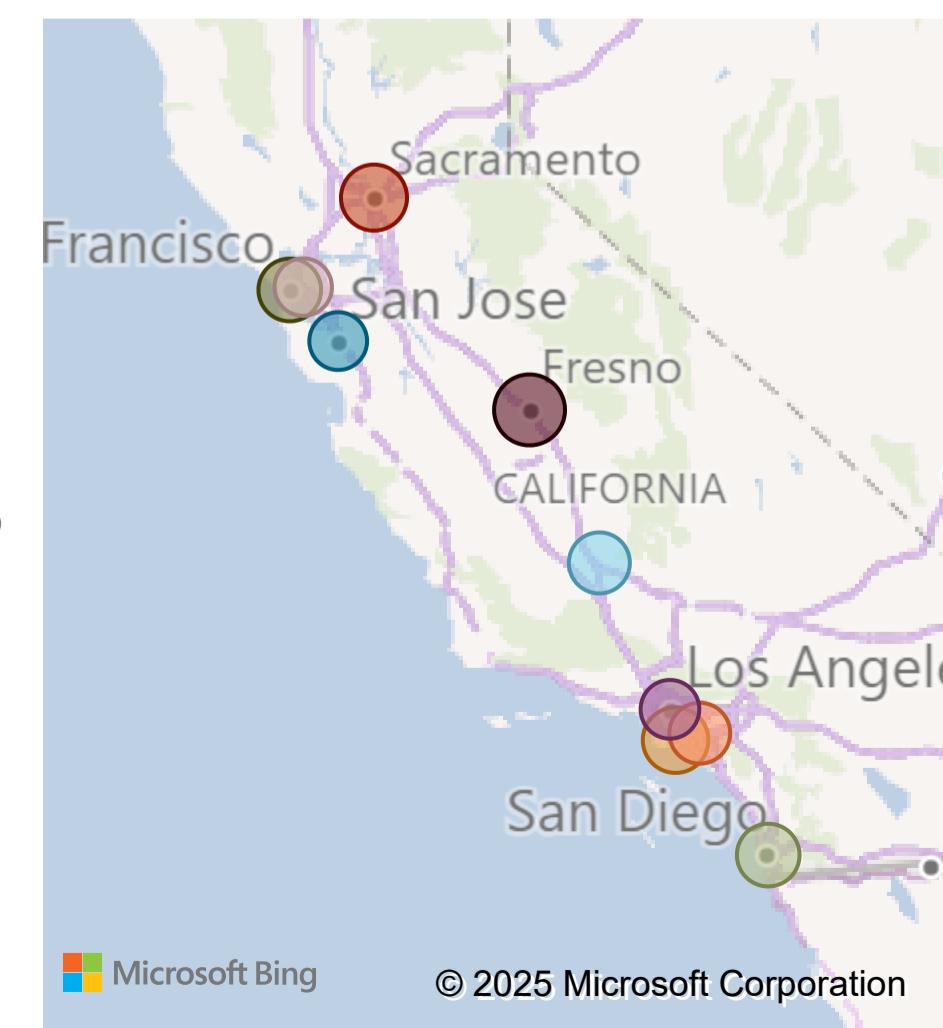
- Anaheim
- Bakersfield
- Fresno
- Long Beach
- Los Angeles
- Oakland
- Sacramento
- San Diego
- San Francisco
- San Jose

670.10

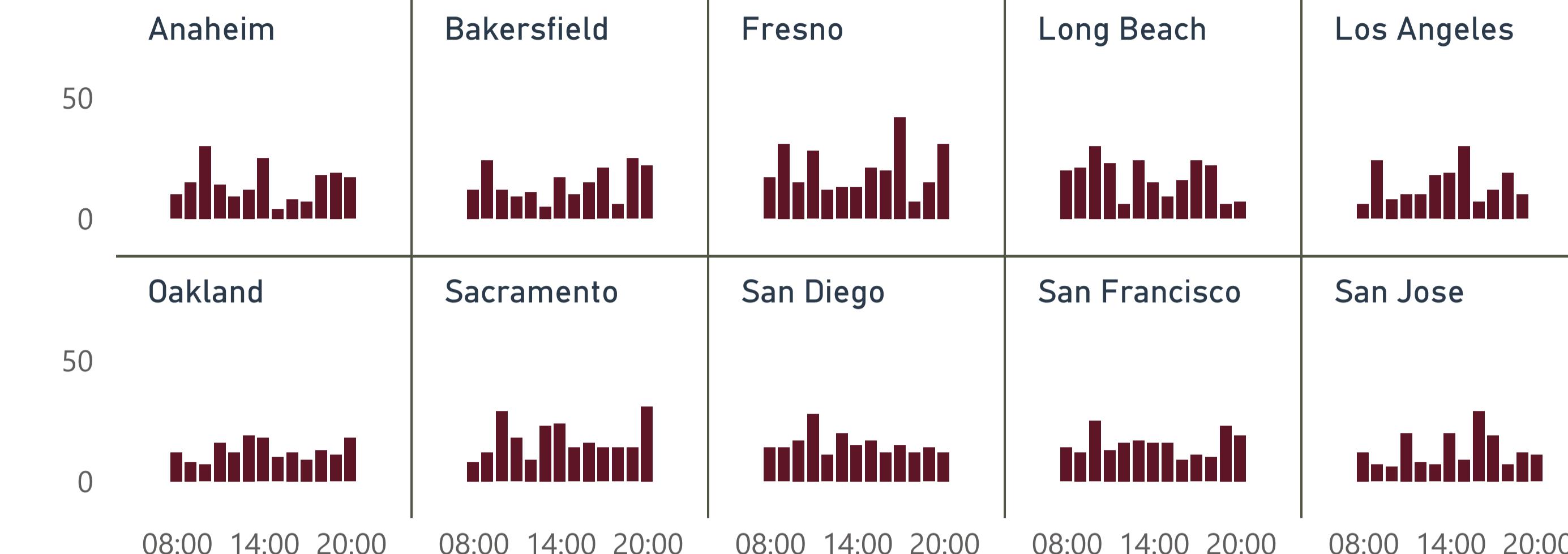
Distance (km)

## Map

- Location**
- Fresno
  - Sacramento
  - Long Beach
  - San Diego
  - San Francisco
  - Bakersfield
  - Anaheim
  - Los Angeles
  - San Jose



## Avg Check-in time by location



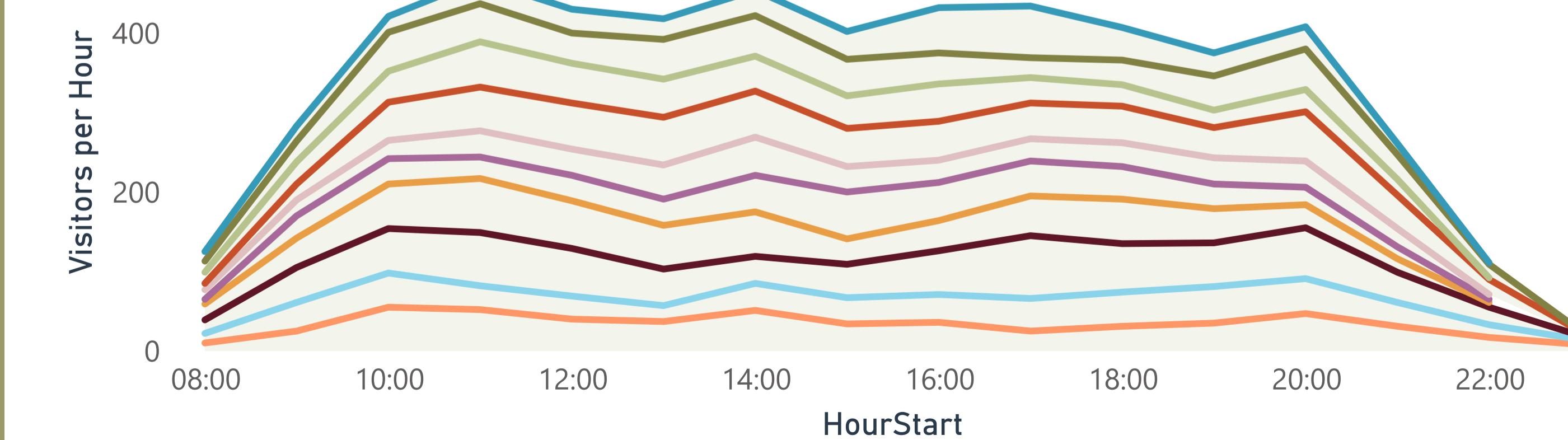
Last

6

Months

## Maximum Occupancy levels based on current members

Location ● Anaheim ● Bakersfield ● Fresno ● Long Beach ● Los Angeles ● Oakland ● Sacramento ● San Diego ● San Francisco... ● San Jose





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Location

All

Discount Type

All

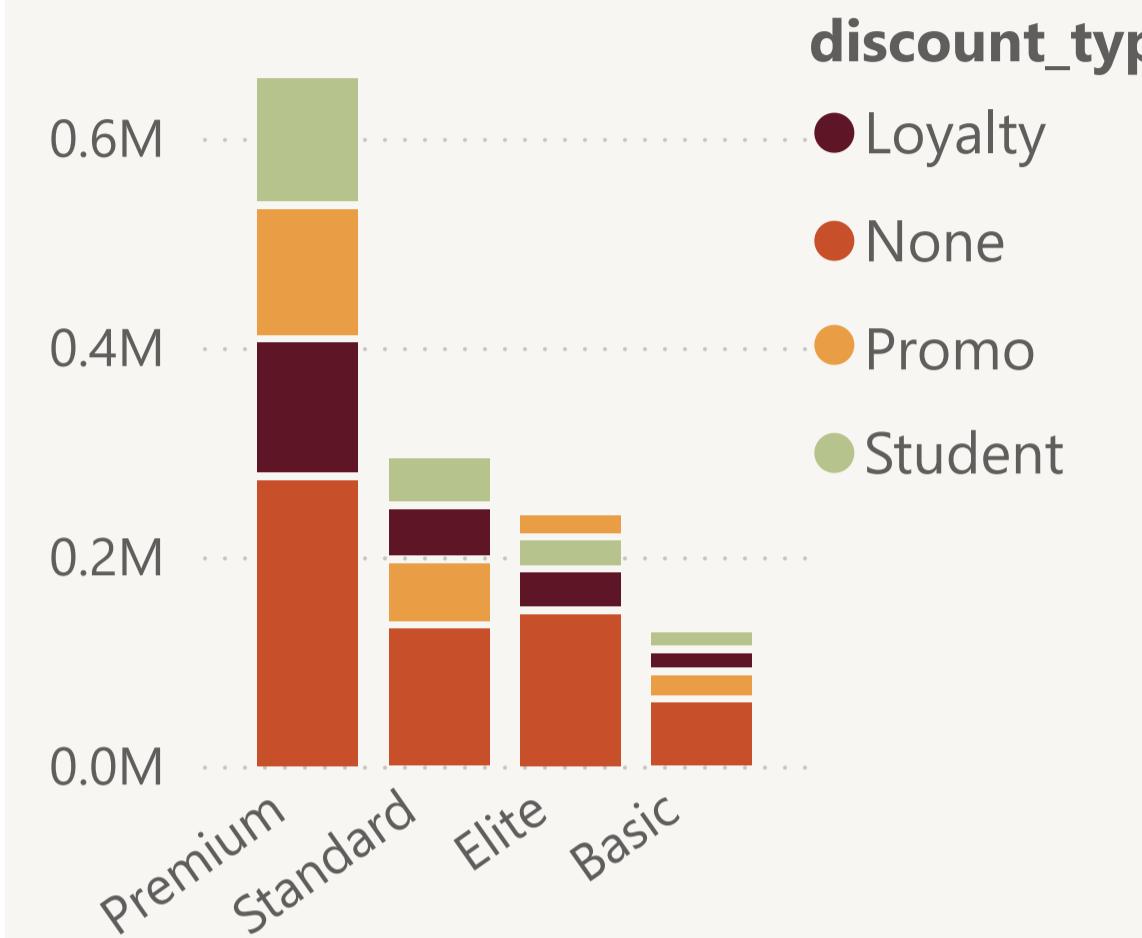
Membership

All

Persona

All

### Revenue since 2022 by membership & discount



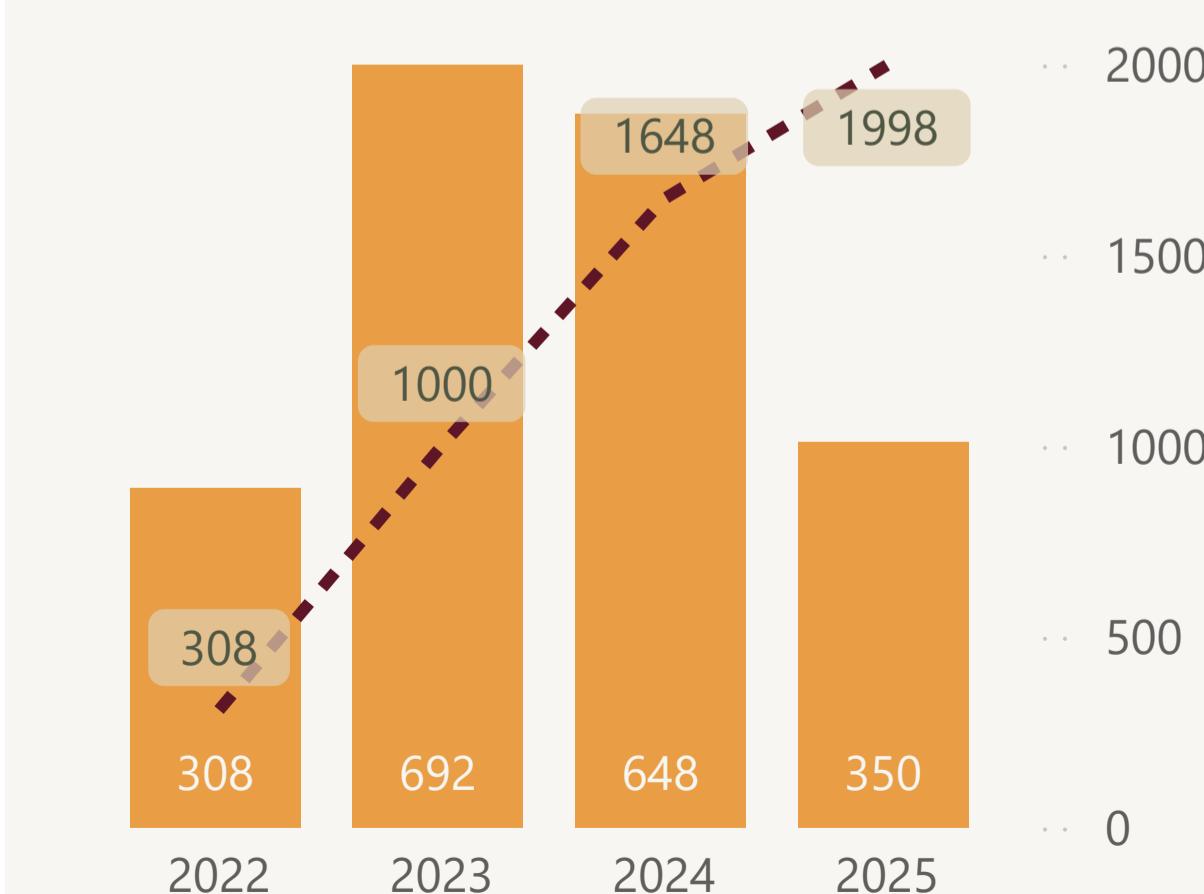
### Monthly Revenue at Risk

| home_gym_location | MyGym Absents |
|-------------------|---------------|
| Anaheim           | 3.94%         |
| Bakersfield       | 3.93%         |
| Fresno            | 6.26%         |
| Long Beach        | 4.68%         |
| Los Angeles       | 4.41%         |
| Oakland           | 3.30%         |
| Sacramento        | 4.80%         |
| San Diego         | 4.71%         |
| San Francisco     | 4.43%         |
| Total             | 44.73%        |

68.87K

Monthly Revenue

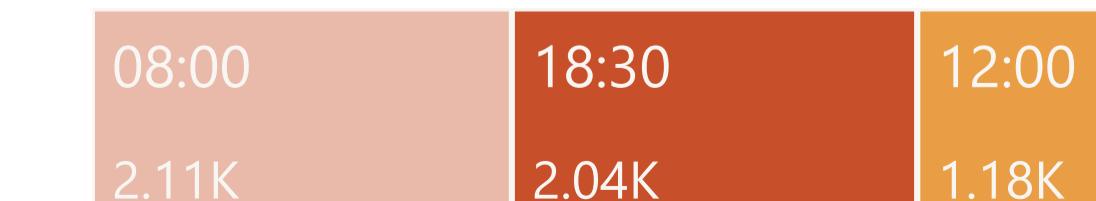
### Members Count by join date



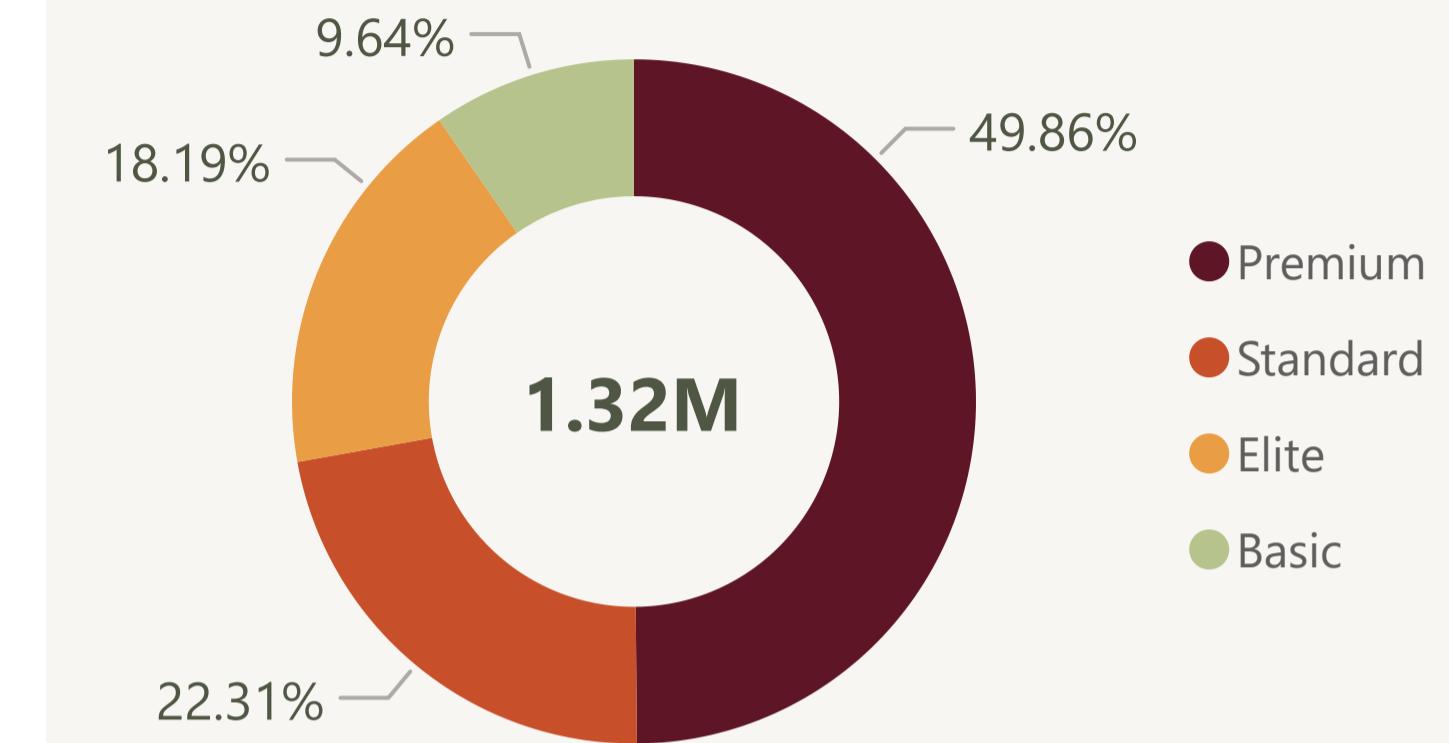
### Most Profitable Check InTimes



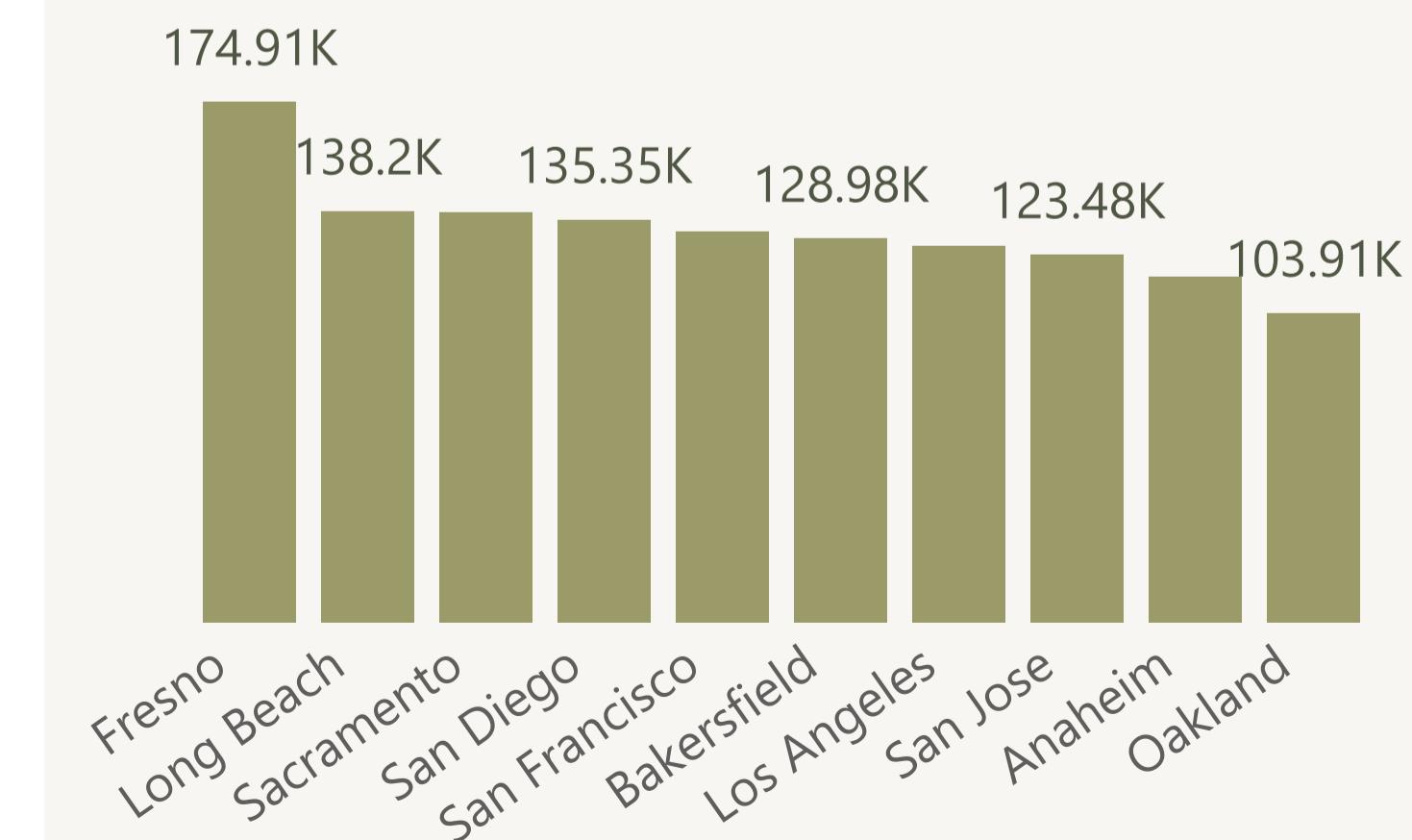
### Least Profitable Check In Times



### Total Revenue since 2022 by type



### Total revenue since 2022 by Gym





## Location

All

## Day

All

## Discount Type

All

## Membership

All

## Info

## Resource Planner

## Revenue

## Demographics

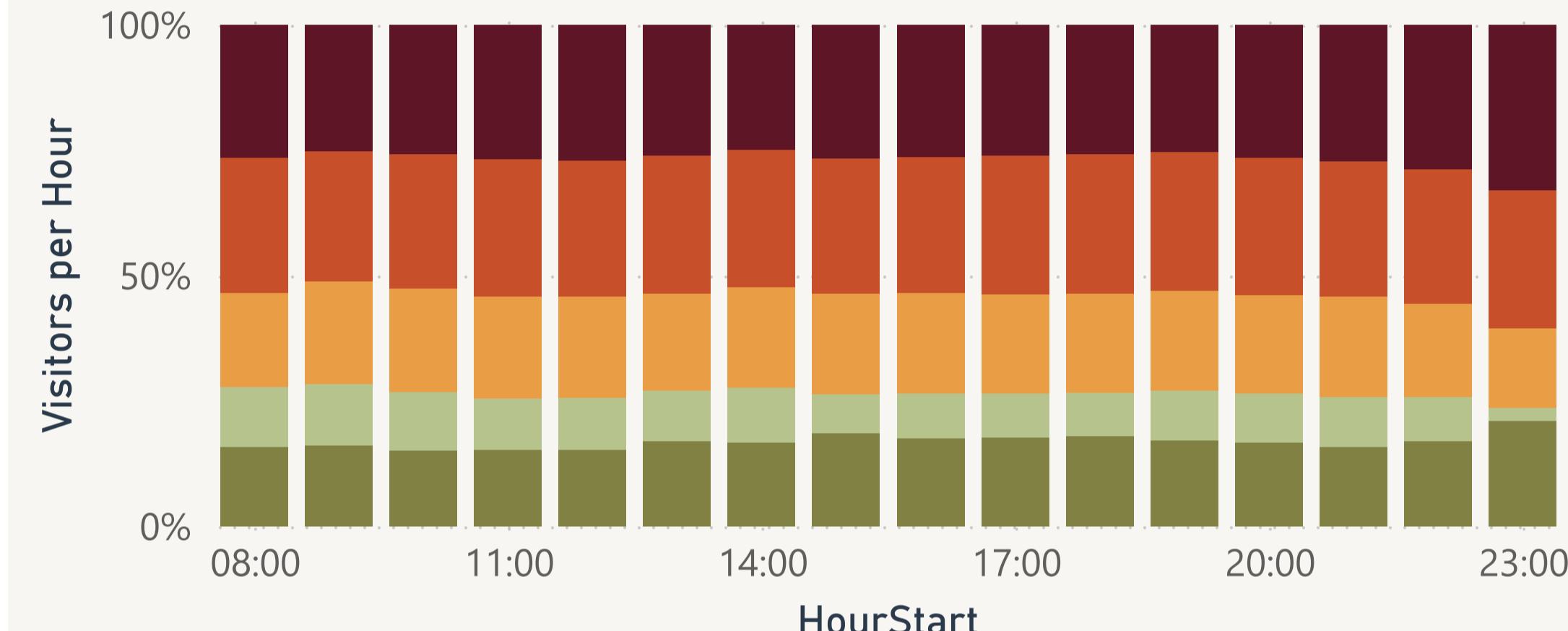
## Engagement

Select all    16–19    20–29    30–39    40–49    Under 16

Last    6    Months

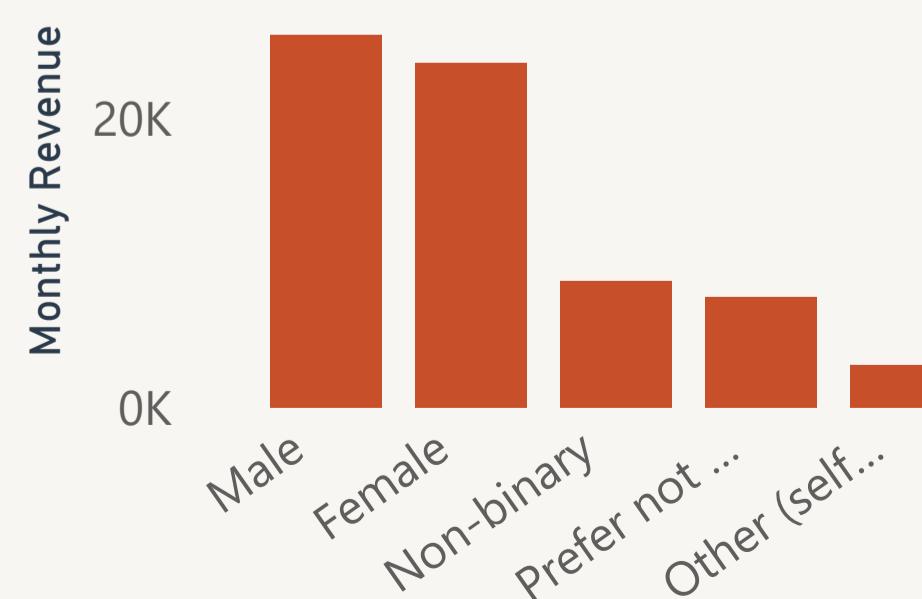
## Occupancy levels by Self ID Gender

self\_identified\_gender ● Female ● Male ● Non-binary ● Other (self-described) ● Prefer not to say



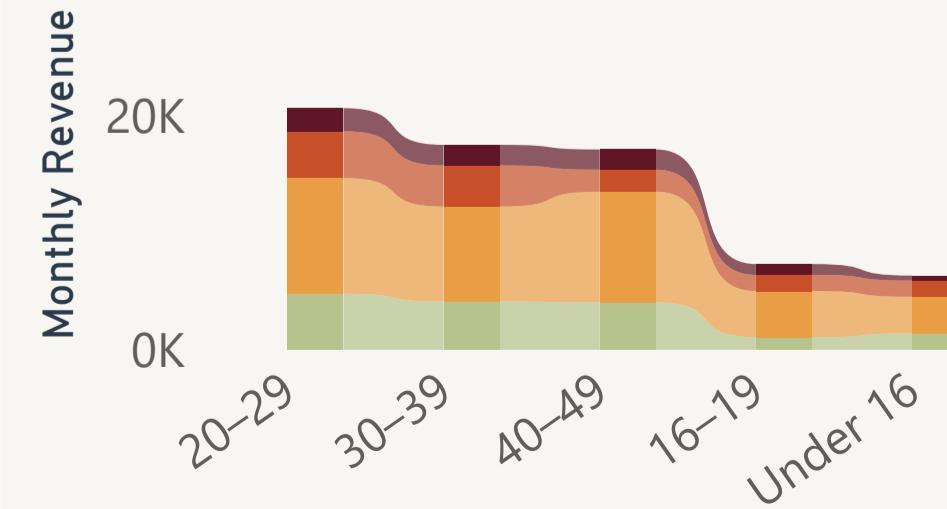
Select all    Female    Male    Non-binary    Other (self-described)    Prefer not to say

## Revenue by Self ID



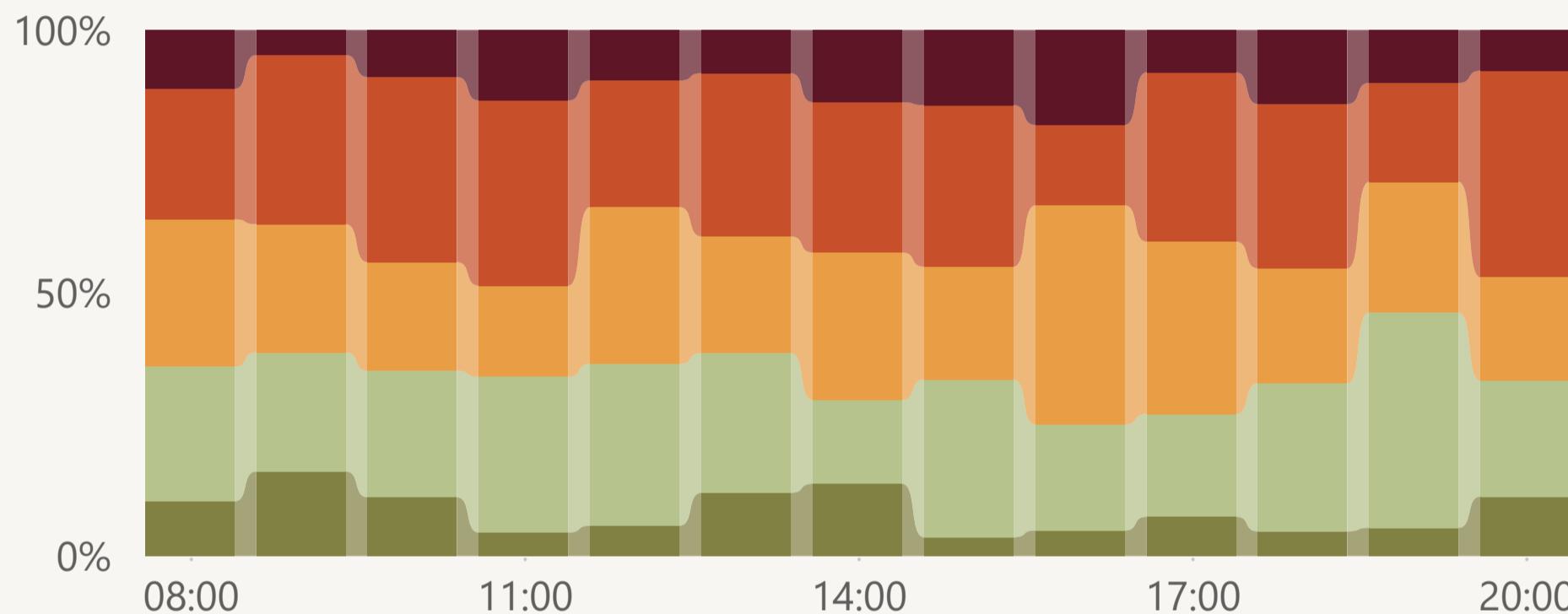
## Membership by Age Group

member... ● Basic ● Elite ● Premium ● Standard



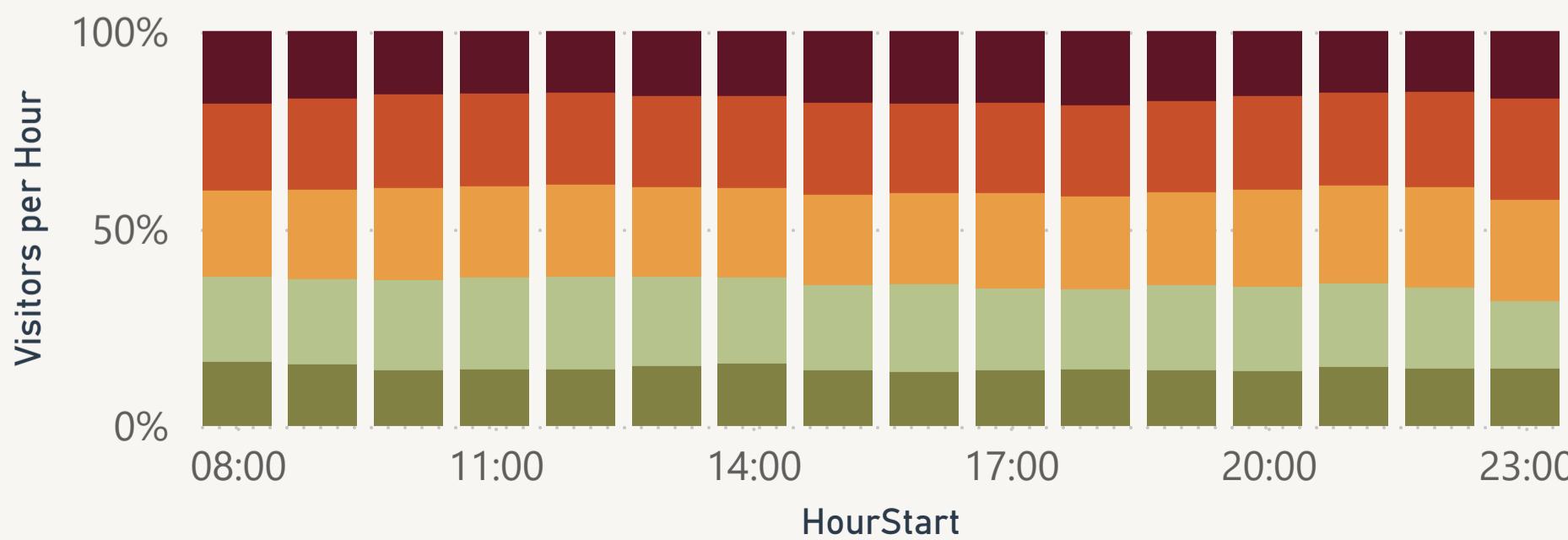
## Most Popular Check In timeTime by Age Group

Age Band ● 16–19 ● 20–29 ● 30–39 ● 40–49 ● Under 16



## Occupancy levels by Age Group

Age Band ● 16–19 ● 20–29 ● 30–39 ● 40–49 ● Under 16



Wednesday

Most Popular Day

5347

Members



## Location

Deselect all

Anaheim

Bakersfield

Fresno

Long Beach

Los Angeles

Oakland

Sacramento

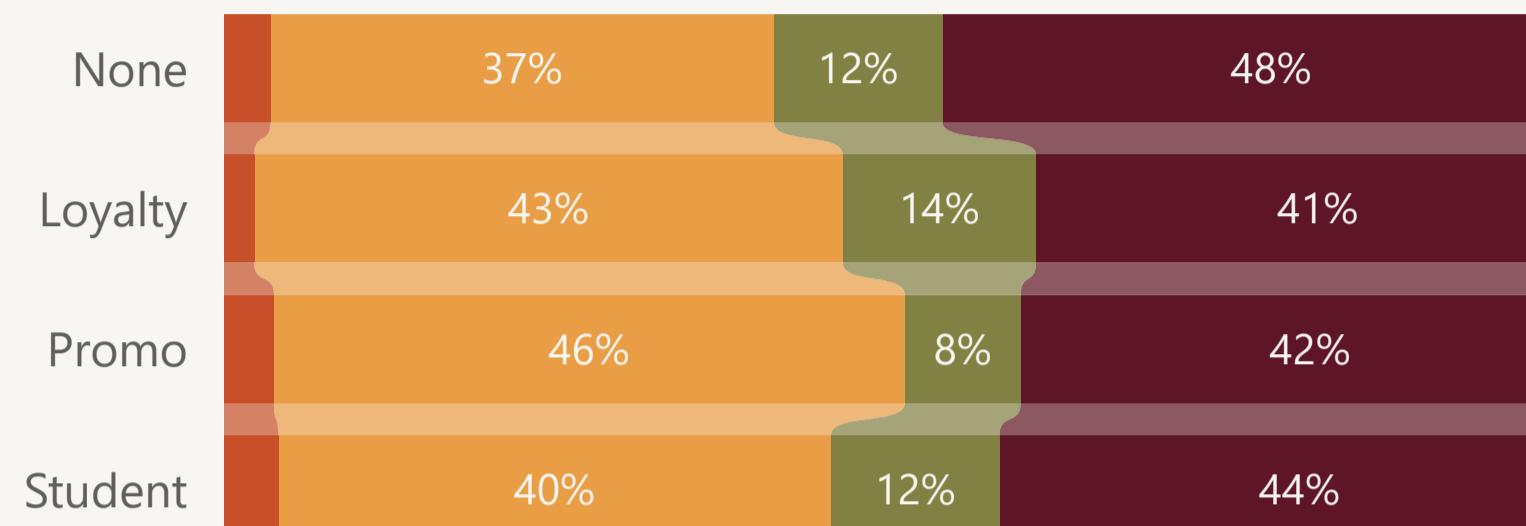
San Diego

San Francisco

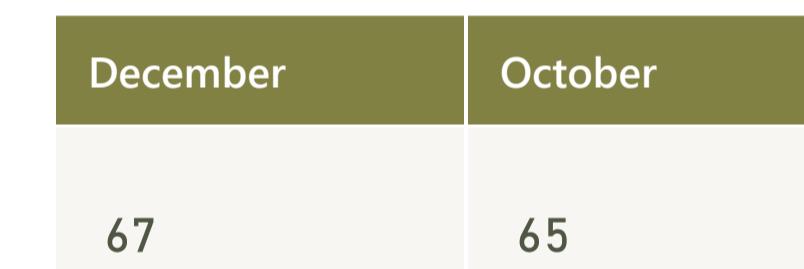
San Jose

## Revenue by Discount type and Persona

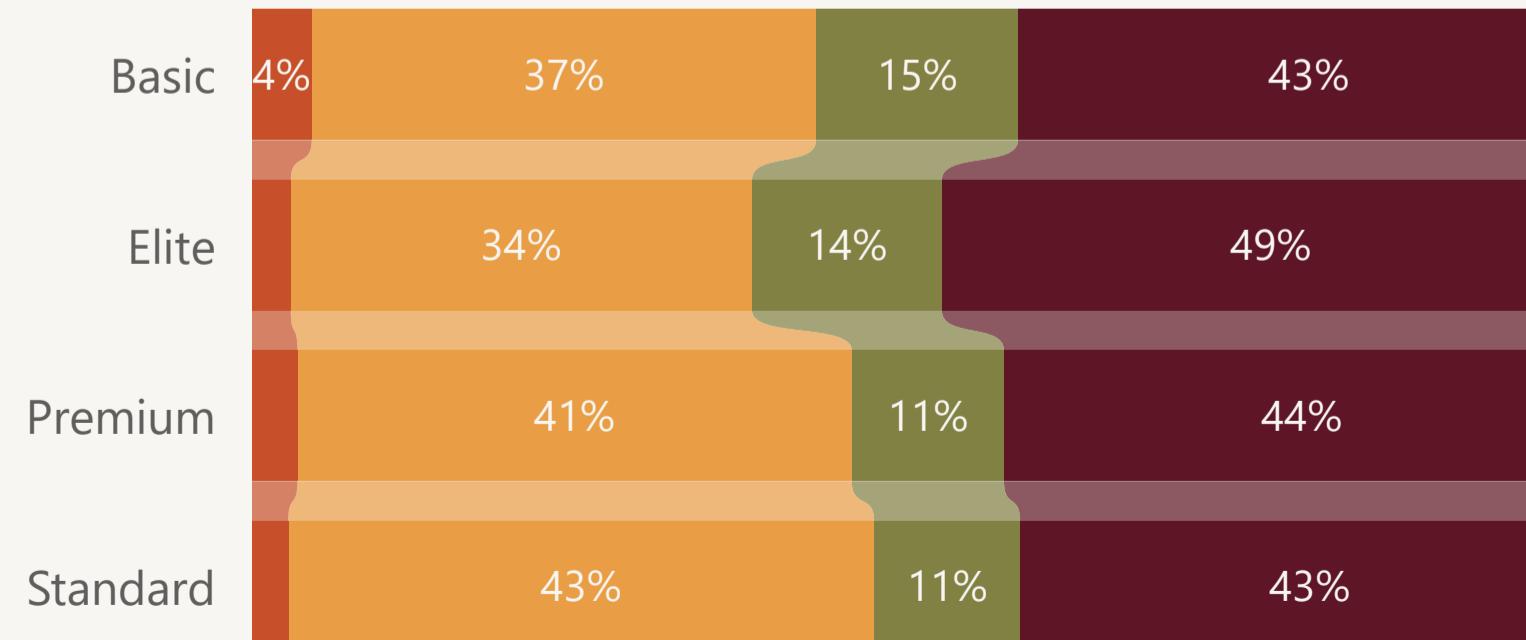
Persona ● MyGym Absent ● MyGym Dedicated ● MyGym Maintainer ● MyGym Starter



## Highest Joining numbers by month 2024



## Proportion of Membership Revenue by Persona



## My Gym Personas

The My Gym marketing team have determined 4 Personas for My Gym current members this will focus analysis on key groups in order to drive higher levels of engagement. Please use the information button above to view the logic for the groupings

Select all

MyGym Absents

MyGym Dedicated

MyGym Maintainer

MyGym Starter



## PT Average Hours by Persona

| MyGym Absents | MyGym Dedicated | MyGym Maintainer | MyGym Starter |
|---------------|-----------------|------------------|---------------|
| 4.41          | 4.77            | 4.43             | 4.41          |

## Engagement with Add Ons

