

Membership Analysis

Membership Analysis

Revenue Analysis

Regional Analysis



Year	
2022	2024
2023	2025

1998

Total Members

68.87K

Total Revenue

0.99

Churn Risk (%)

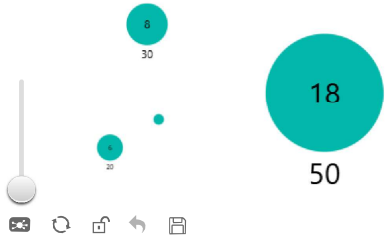
104.82

Avg Duration (mins)

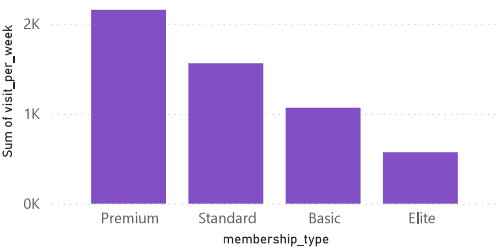
34.47

Avg Revenue per Member

Membership Growth and Measure by subscription\_price

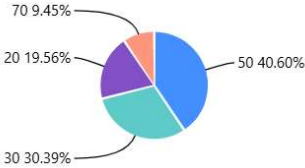


Sum of visit\_per\_week by membership\_type

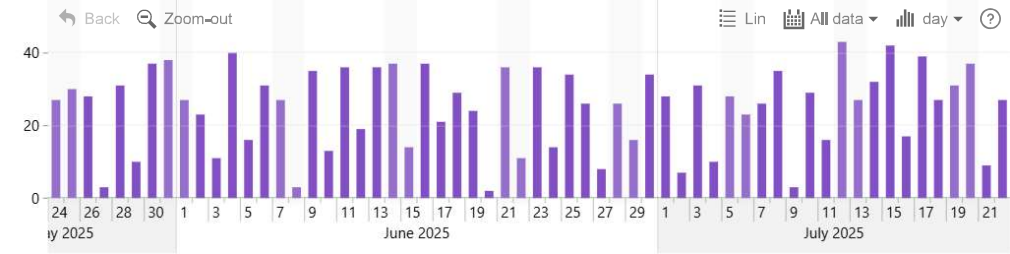


Month			
April	December	January	June
August	February	July	March

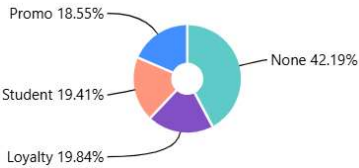
Sum of age by subscription\_price



Membership Growth by last\_visit\_date



Sum of subscription\_price by discount\_type



Revenue Analysis

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Regional Analysis

Year

2022

2023

2024

2025

02:29 PM

Formatted Check-in Time

- 1.00

ARROW MOM Revenue %

-24.95K

ARROW MOM Revenue Change

-0.46

ARROW YOY Revenue %

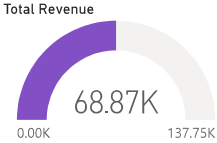
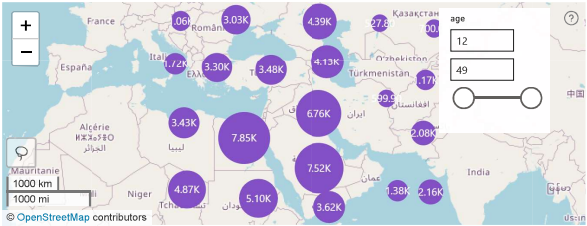
Month

All

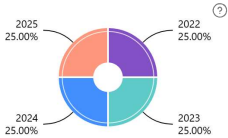
self_identified_gender	Total Revenue
Female	23,801.48
Male	25,770.27
Non-binary	8,714.73
Other (self-described)	2,935.50
Prefer not to say	7,651.85
Total	68,873.83



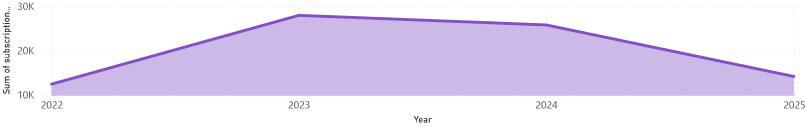
Total Revenue by age and final\_price



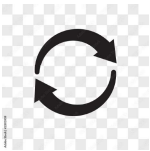
Total Revenue by Year, Quarter, Month and Day



Sum of subscription\_price by Year



Regional Analysis



1034  
PT Users

1002  
Group Class Users

1112  
Multi-location Members

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Year

2022

2024

2023

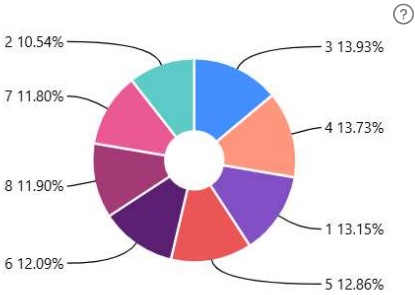
2025

Month

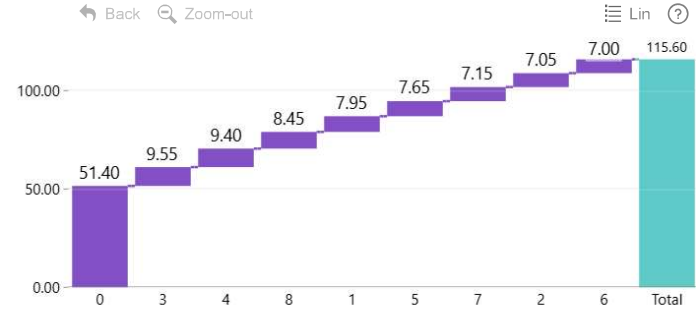
All

access_hours	subscription_model
Weekdays only	Early Bird (Annual)
Weekdays only	Monthly
Weekdays only	Quarterly
Off-peak only	Early Bird (Annual)
Off-peak only	Monthly
Off-peak only	Quarterly
All hours + Priority access	Early Bird (Annual)
All hours + Priority access	Monthly
All hours + Priority access	Quarterly
All hours	Early Bird (Annual)
All hours	Monthly
All hours	Quarterly

PT Users by personal\_training\_hours



Sum of discount\_rate by personal\_training\_hours



Total Members and Sum of subscription\_price by latitude and longitude

