

Membership Analysis

Membership Analysis

Revenue Analysis

Regional Analysis



Year

2022

2024

2023

2025

1998

Total Members

68.87K

Total Revenue

0.99

Churn Risk (%)

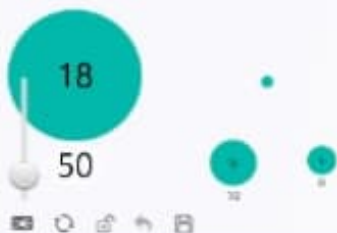
104.82

Avg Duration (mins)

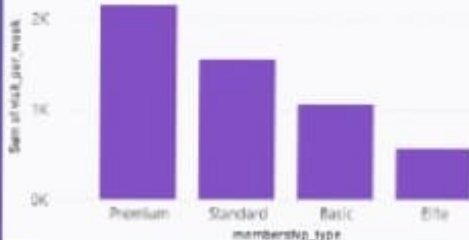
34.47

Avg Revenue per Member

Membership Growth and Measure by subscription_price



Sum of visit_per_week by membership_type



Month

April

December

January

June

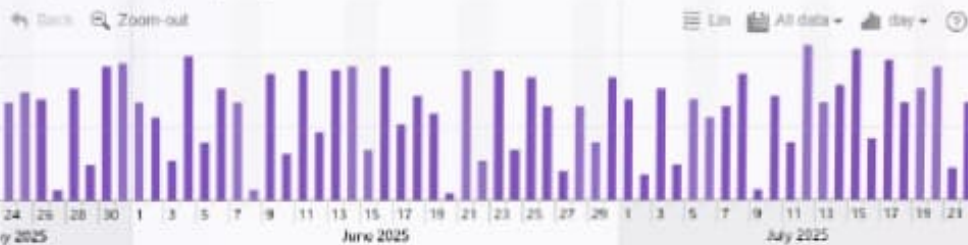
August

February

July

March

Membership Growth by last_visit_date



Sum of age by subscription_price



Sum of subscription_price by discount_type



Revenue Analysis

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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



Total Revenue by Year, Quarter, Month and Day



Sum of subscription_price by Year



Regional Analysis

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2022

2024

Month

All

2023

2025

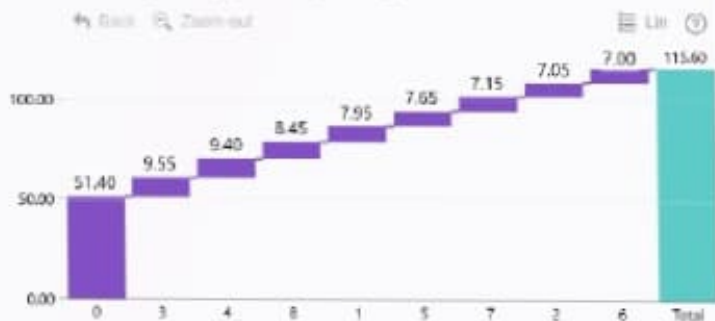


1034

PT Users

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

Sum of discount_rate by personal_training_hours



1002

Group Class Users

PT Users by personal_training_hours



1112

Multi-location Members

Total Members and Sum of subscription_price by latitude and longitude

