

■ Gym Revenue and Churn Report

This report tracks revenue, attendance, and churn. Red bars = danger zone (< \$4000 revenue). Churn warnings flag months with sharp check-in drops. Heatmap shows class time popularity.

Month	Checkins	Revenue	Revenue_Loss	Danger_Zone	Decline_Rate_%	Churn_Warning
2025-03	500	500	0	True	-0.0	False
2025-04	470	470	30	True	6.0	False
2025-05	430	430	70	True	8.5	False
2025-06	385	385	115	True	10.5	True
2025-07	345	345	155	True	10.4	True
2025-08	305	305	195	True	11.6	True