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# INTRODUCTION AND SCOPE


- Multi-state gym and fitness center chain
- High-value, low-cost fitness club
- Locations      2020  $\xrightarrow{+36\%}$  2024
- Membership in 2020: over 400,000
- Scope: VASA Fitness Mobile App

APP



MY ACCOUNT





Member since

Membership

LAST CHECK-IN

FITNESS

October 12, 2024

Plans

KidCare

Billing

Guests

Linker

YOUR PLAN

Fitness Membership

Member since

Home Gym:

CHANGE HOME GYM

3 Free STUDIO Classes

Massage Bundle

Tanning

CHANGE PLAN

FREEZE / CANCEL PLAN


Home

My Account


Check In

Schedule

My Activity



MY ACTIVITY



Badges

Referrals

History

CHECK-IN ACTIVITY

Member since

YEAR TO DATE

94

ALL TIME

377

BEST MONTH

27 In March 2023

Updates Daily

October 2024

MONTHLY TOTAL

3

MOST VISITED DAY

Saturday

10/12/24

10:31 AM

10/05/24

9:38 AM

10/05/24

10:34 AM


Home

My Account


Check In

Schedule

My Activity



SCHEDULE



My Appointments

Gym Schedule

Instructor: Ray

STUDIO RED

6:00-7:00PM

Instructor: SHAYLEE

HIGH Fitness

6:30-7:30PM

Instructor: DERICA

Dance Fitness

7:30-8:30PM

Instructor: Brooke

Yoga

8:30-9:30PM

Instructor: Ma Shakti

Home

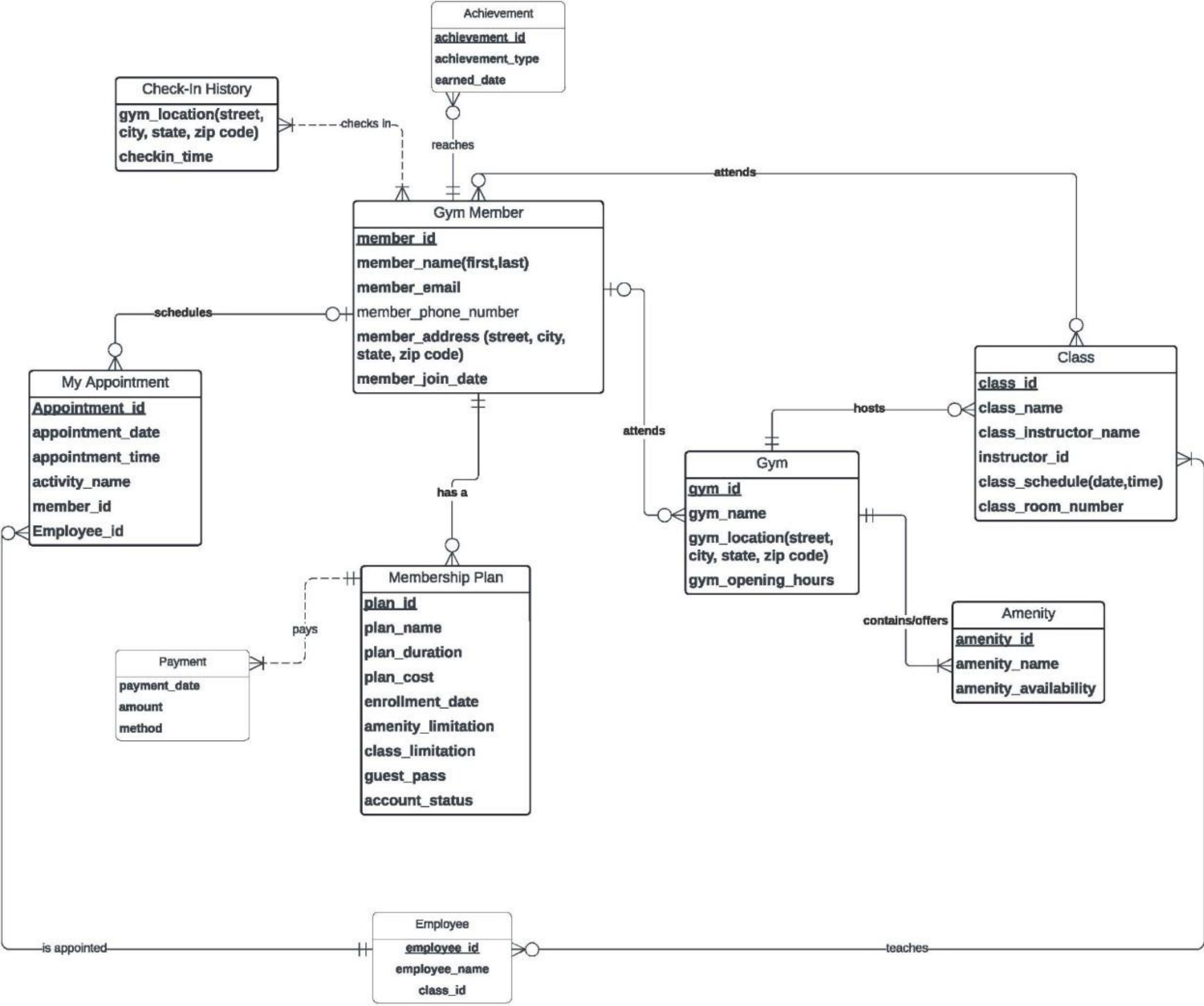
My Account

Check In

Schedule

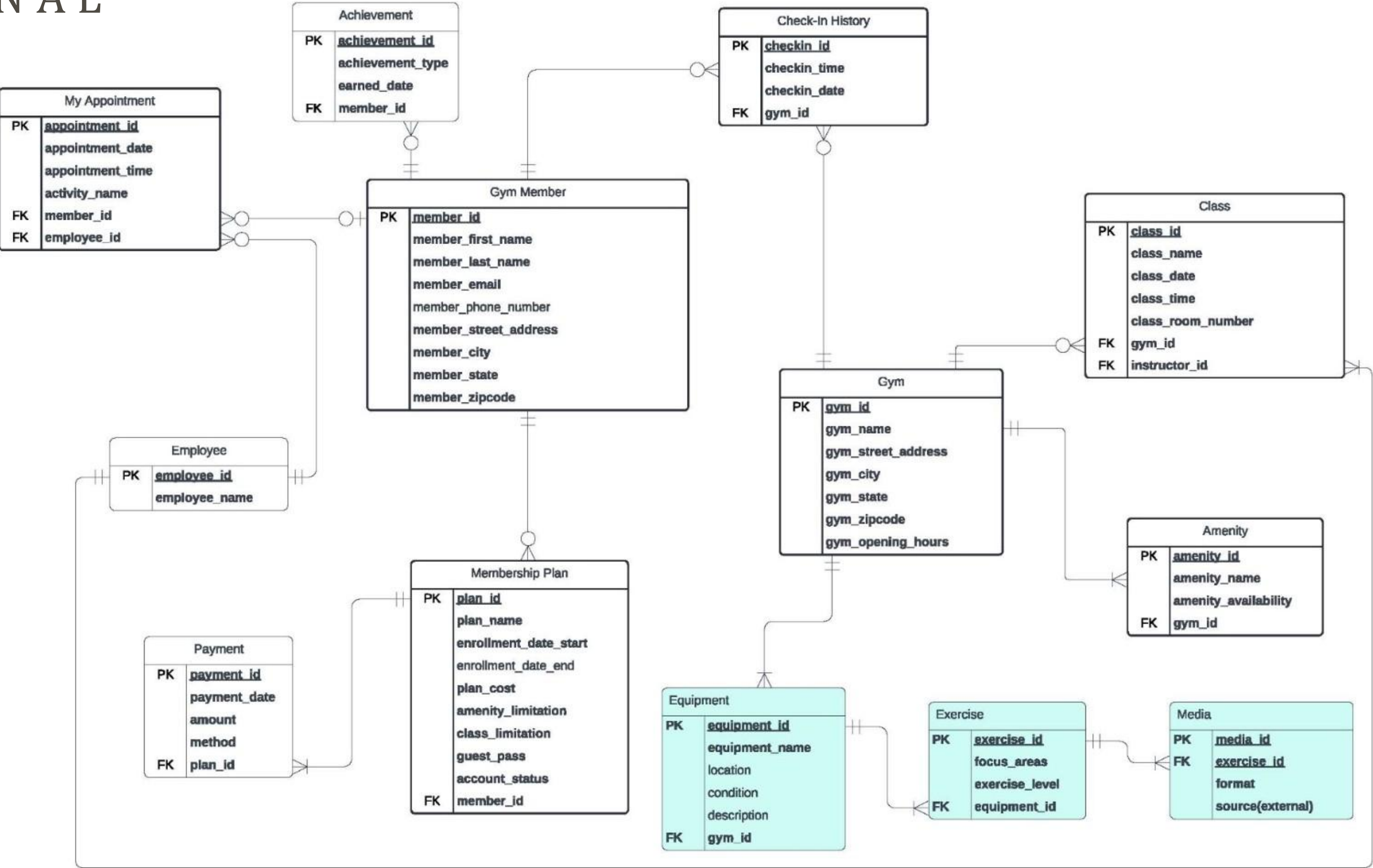
My Activity

# CONCEPTUAL MODEL

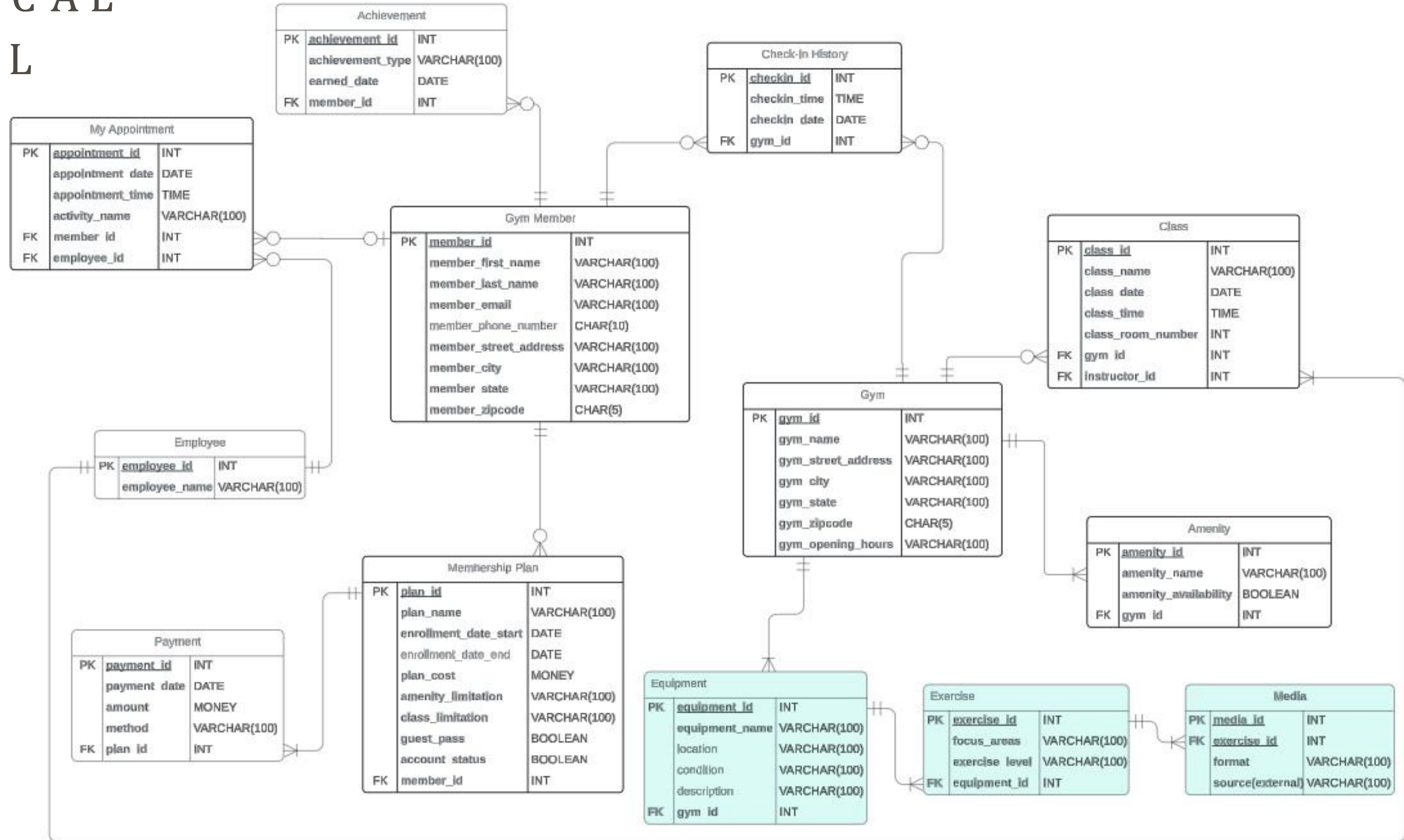




# RELATIONAL MODEL



# PHYSICAL MODEL



# DATABASE SETUP

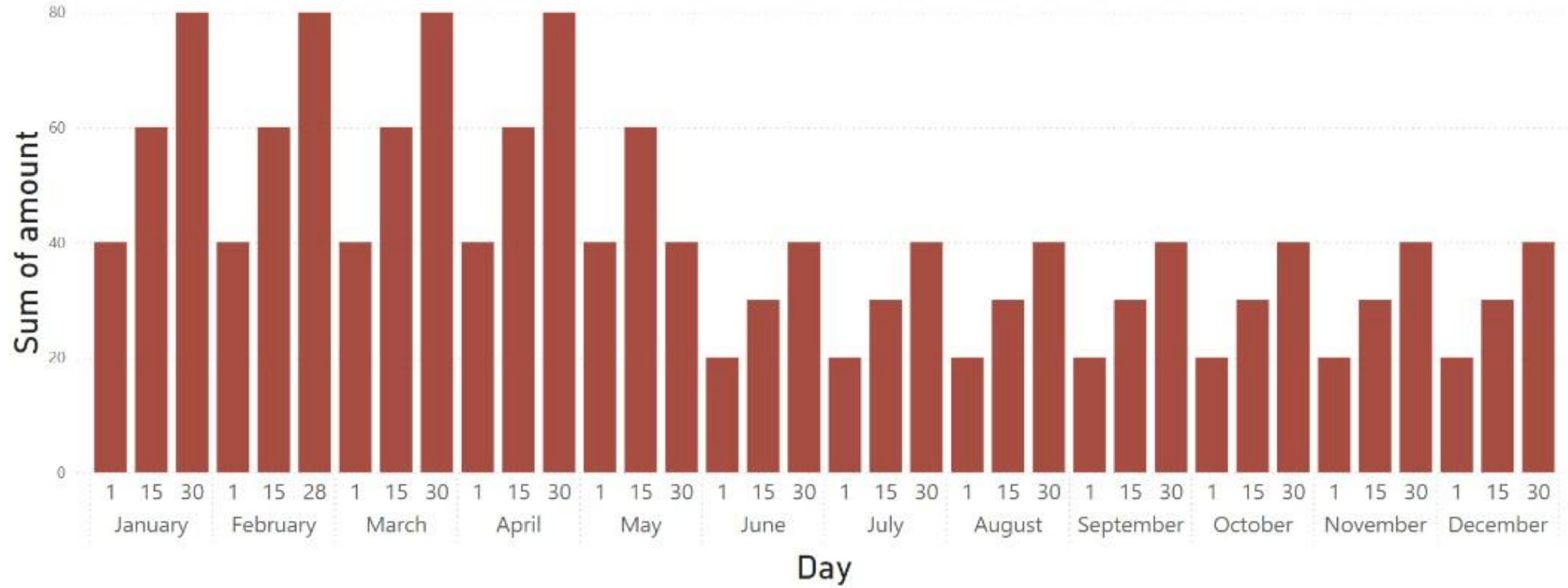
- Tools : PostgreSQL, DBeaver, Power BI
- Data Types : INTEGER, CHAR, VARCHAR, DATE TIME, MONEY, BOOLEAN
- Commands - DROP, CREATE, INSERT, SELECT



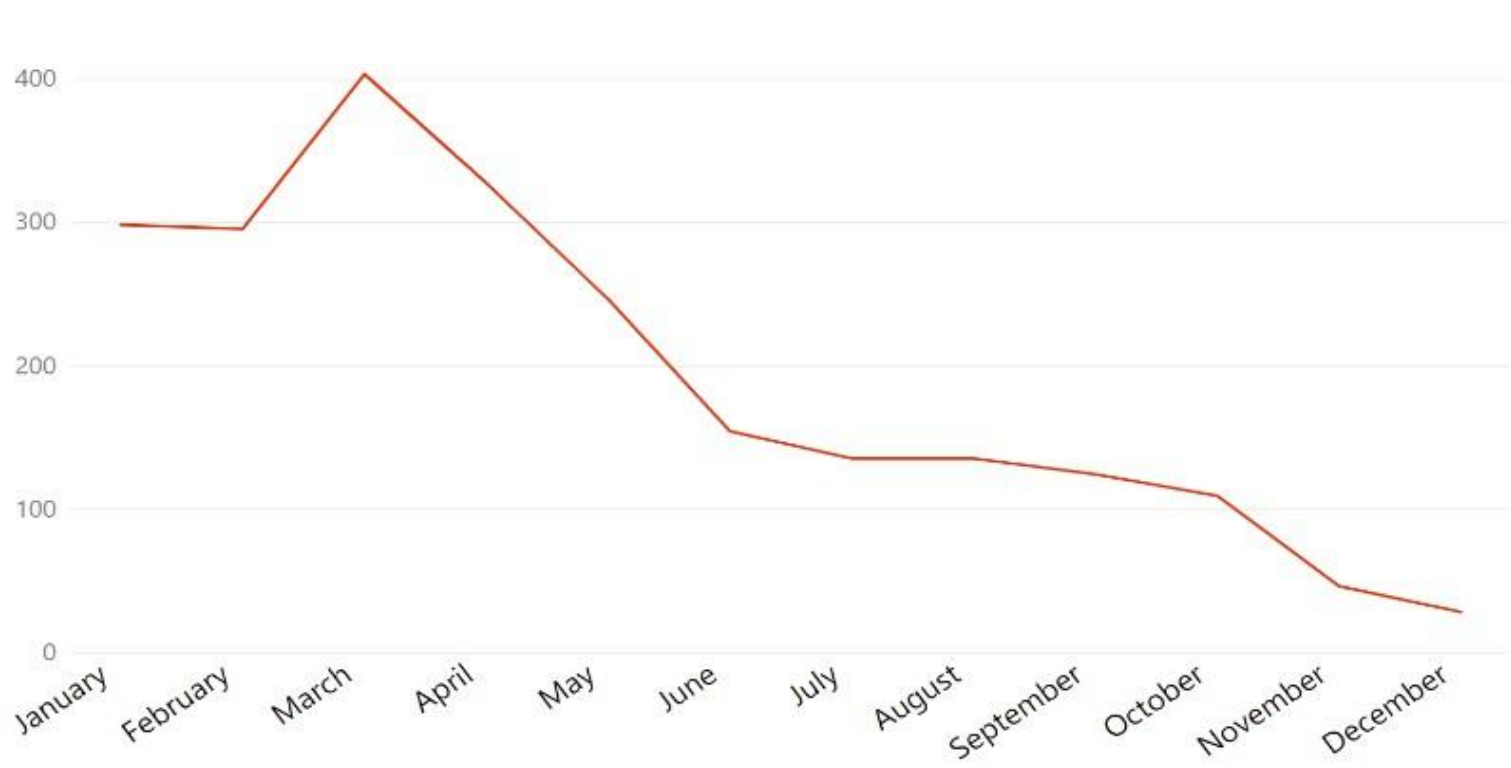


# INSIGHTS

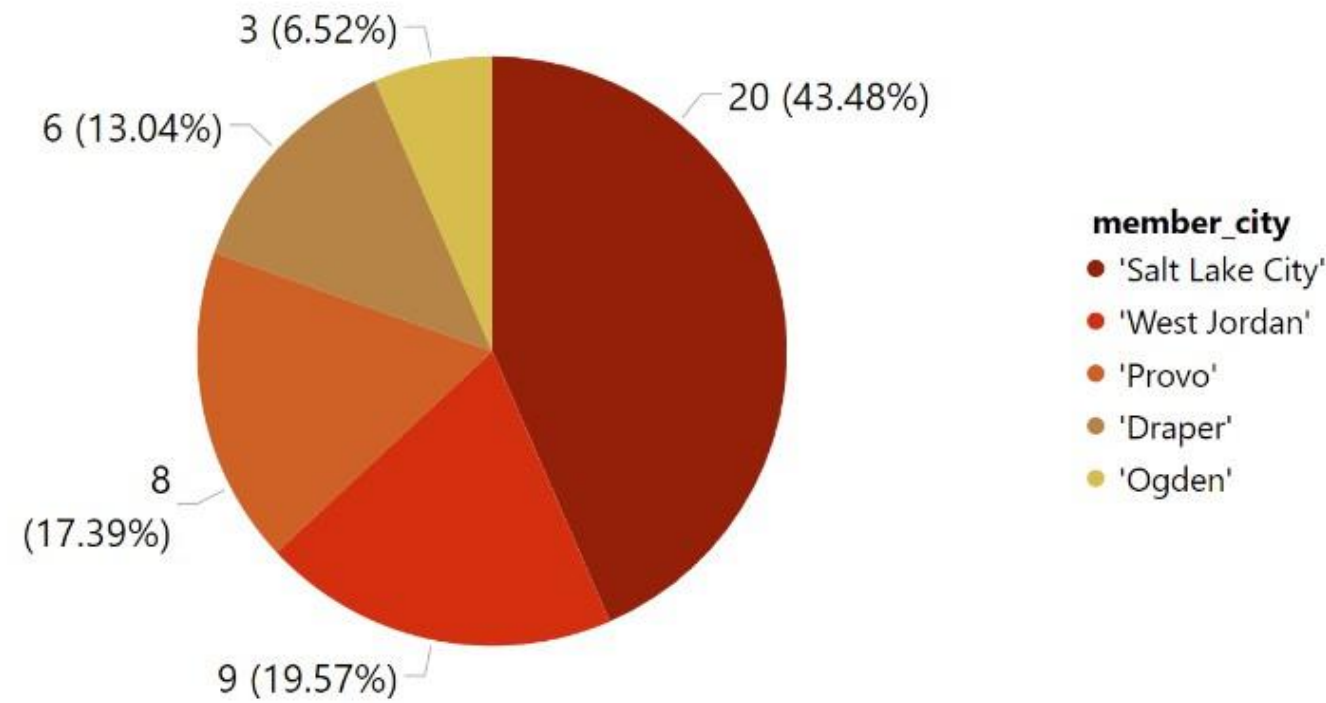
Revenue Generated in 2024



Fitness Level by Month



Membership Distribution across Gym Locations



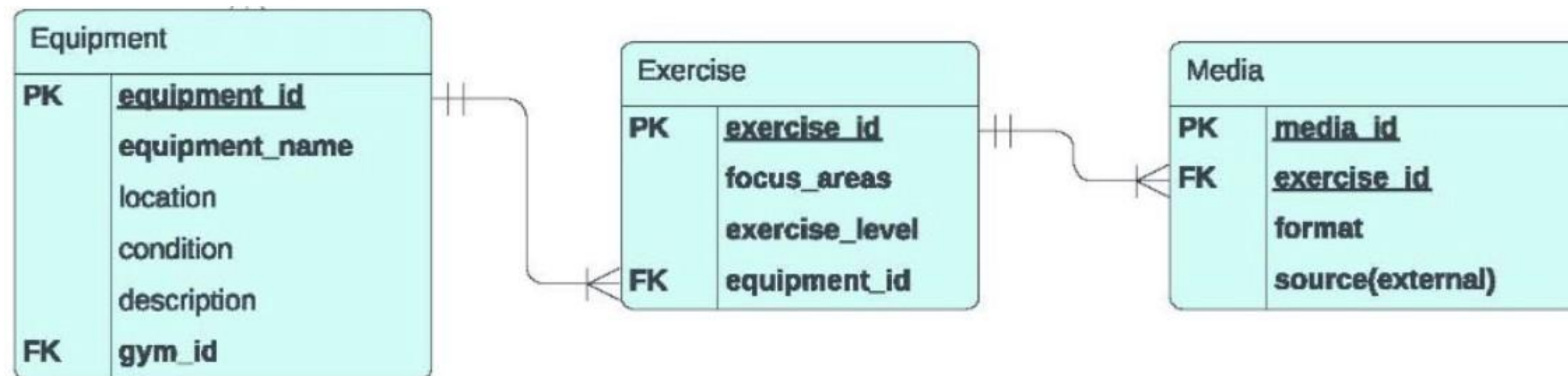
Tabular data on classes

Month	Class Name	Class Time	Sum of Gym Locations
January	'Dance Cardio'	08:00:00	6
January	'Tai Chi'	08:00:00	1
January	'Yoga Basics'	08:00:00	1
January	'Aqua Aerobics'	09:00:00	6
January	'Fitness Bootcamp'	09:00:00	1
January	'High-Intensity Interval Training'	09:00:00	1
January	'Boot Camp'	10:00:00	7
January	'Kettlebell Training'	10:00:00	2
January	'Pilates'	10:00:00	2
January	'Barre Class'	11:00:00	7
January	'Yoga for Beginners'	11:00:00	2
January	'Zumba'	11:00:00	2
January	'Advanced Pilates'	12:00:00	3

Month	Class Name	Class Time	Sum of Gym Locations
January	'Boxing Fitness'	13:00:00	3
January	'Core Conditioning'	13:00:00	8
January	'Kickboxing'	13:00:00	3
January	'Body Pump'	14:00:00	4
January	'Booty Camp'	14:00:00	4
January	'Senior Fitness'	14:00:00	9
January	'Circuit Training'	15:00:00	4
January	'Family Yoga'	15:00:00	9
January	'Flexibility Training'	15:00:00	4
January	'Fundamentals of Strength'	16:00:00	5
January	'Meditation'	16:00:00	5
January	'Powerlifting'	16:00:00	10
January	'Cardio Dance'	17:00:00	10
January	'Outdoor Circuit'	17:00:00	5

# NEW VENTURE: INVASA

- inVASA is an exciting new feature that amplifies your workouts
- In-app catalog of exercises you can use to build your own workout
  - Instructional Videos
  - Photos/diagrams of proper form and usage
  - Linked to equipment inventory at each gym



# ETHICS

- There is an unspoken social contract in place between users and those who possess their data
- Users reasonably expect their data to be appropriately handled and as such, companies must exercise prudence when collecting and managing user data
- Betraying ethical standards imperils the longevity of a company
- “If you can’t do business ethically, you shouldn’t do business”





# C O N C L U S I O N

- VASA must ensure adequate infrastructure to support continued growth
- Databases provide invaluable data that inform business operations
  - Staffing plans
  - Decisioning for expansion
  - Additional marketing opportunities and ad revenue
- Features coming soon:
  - In-app customized nutrition planning
  - Integration with Socials





THANK YOU