FITNESS MEMBERSHIP ANALYSIS

~ Sweat now, Shine Later.

TenureSegment: Loyal | New | Regular

Subscription Model: Early Bird (Annual) | Monthly | Quarterly

Upgrade Status: No Upgrade | Recent Upgrade

Age: 12 | 13 | 14 | 15

2022 | 2023 | 2024 | 2025

April | December | January

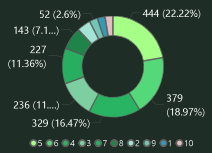
August | February | July

1 Member Value Segmentation

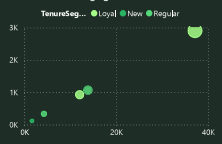
Total Members	Total Revenue	Elite Customers	Revenue Per Member	Avg Member Visit per week	High Value Member Count
1998	68,873.83	9.96%	34.47	2.68	168

Loyal members generate significantly higher revenue compared to other segments.

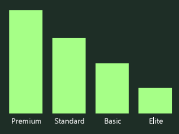
Only 2.45% of the aggregate are active, loyal and valuable members



Loyal–Active members drive the highest revenue, visits, and engagement.



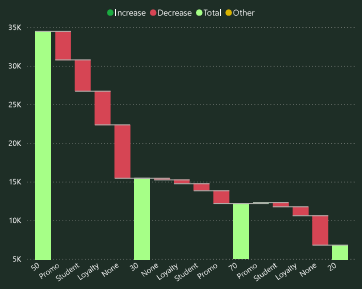
Value segments differ across membership types.



2 Pricing and Service Optimization

Avg Discount Rate	High Price Tier	Revenue Loss due to Discount	Discounted Members
0.06	168.00	11,326.18	1,158.00

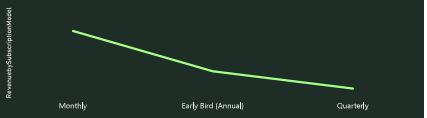
Revenue differs by subscription price and discount type



Revenue per member varies across subscription models

Revenue and average discount vary across discount impact categories

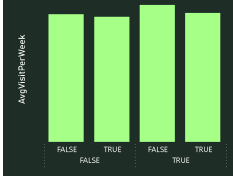
Revenue contribution differs across subscription models



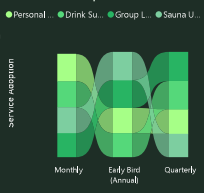
3 Customer Experience Insights

Average Gym Duration 104.09 mins

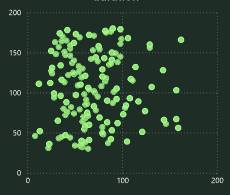
Average visits per week vary with sauna usage and personal training



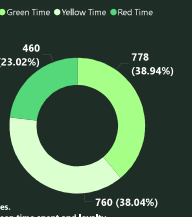
Service adoption rates differ across subscription models



Engagement increases with longer gym duration



Member distribution varies across stay duration categories



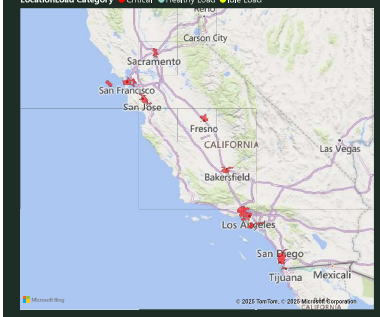
- Group lessons and sauna usage show strong adoption, indicating these services drive engagement.
- Personal training and drink subscriptions have relatively lower uptake, highlighting potential growth opportunities.
- Members with longer gym duration generally achieve higher engagement scores, confirming a positive link between time spent and loyalty.
- Low-duration members cluster at low engagement, suggesting they are more at risk of churn.

4 Staffing and Facility Efficiency

Peak Check-In Time	Peak Check-Out Time	Average member per Hour	Recency Days	Multi-Location Access	Location Load
09:38 AM	09:08 PM	128 visits	60 days since last visit	56.30%	Critical

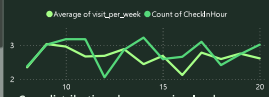
142 are regular and active member

LocationLoad Category: Critical Healthy Load Idle Load

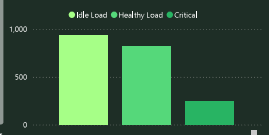


Year	Average of visit_per_week	Average of Avg Member p
2022		
1	2.67	
2	3.00	
24	2.93	
25	2.40	
26	3.00	
27	2.50	
28	2.35	
29	3.28	
30	2.89	
31	2.61	
2023		
2	2.61	
3	2.50	
4	2.78	
5	2.58	
6	2.77	
7	2.71	
8	2.55	
Total		

Avg weekly visits and check-ins peak at specific hours



Gym distribution shows varying load across locations



- Peak check-in/out hours reveal rush times needing more staff.
- High-traffic gyms and multi-location members drive resource demand.
- Location load categories & visit trends guide staffing and facility optimization.
- Allocate staff based on peak hours, high-load gyms, and regional demand.

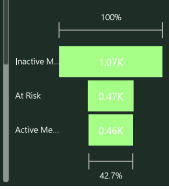
5 Retention and Usage Trends

Join Month	Active After 12M	Active After 3M	Active After 6M
Feb 2023	71	71	71
Dec 2022	68	68	68
Aug 2023	66	66	66
Sep 2023	66	66	66
Aug 2022	63	63	63
Jun 2023	61	61	61
Sep 2022	61	61	61
Nov 2023	58	58	58
Jan 2024	57	57	57
Dec 2023	56	56	56
Jul 2023	56	56	56
Jun 2024	56	56	56
May 2023	55	55	55
Oct 2023	55	55	55
May 2024	54	54	54
Apr 2023	53	53	53
Apr 2024	53	53	53
Nov 2022	53	53	53
Mar 2024	52	52	52
Mar 2023	51	51	51
Feb 2024	49	49	49
Oct 2022	49	49	49
Jan 2023	44	44	44
Total			

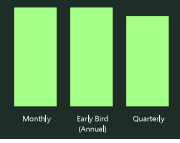
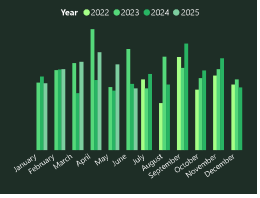
Active Members	Churn Rate
269	53.89

Upgrade Status	Retention rate
274	46.11

Only 23.66% members recently upgraded, showing low upgrade adoption.



Churn differs across subscription models



Upgrade conversion varies across months and years