

Yoga Studio Data Analysis

Project goals

- **Client** is a small, single-space yoga studio
- **Improve studio ROI** by focusing on high-profit sessions
- **Propose alternatives** to low-ROI sessions

Data details

- Sessions are offered 50 weeks per year
- Sessions are offered six days a week, with Sundays off
- Participants pay flat rate of \$15 per session
- 50% of participants would switch to other sessions
- Per session costs of \$50 for teachers, \$30 for studio costs
- Monthly costs of \$2000 for rent, \$1500 for operations