

# Club Member Info



**Know Your Members:** Strategies for Effective  
Club Member Information Management



# **Presenting the Data and Taking Actions**

# Total of Members

With 1,999 members, the club has people from 2 countries:

- United States of America: **1,991 members**.
  - Puerto Rico: **8 members**.



# Actions

1. Understand the interest by the Puerto Ricans in the club.
2. Promote marketing acquisition to increase the number of members.

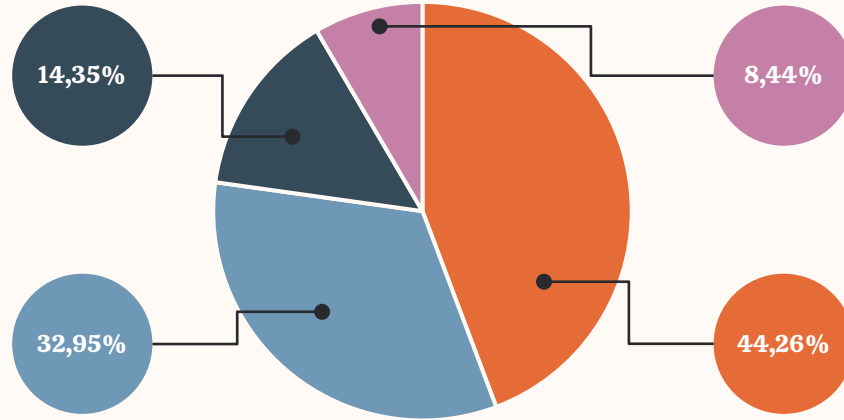
# Marital Status

## Divorced

With 284 divorced members

## Single

With 652 members that are single



## Separated

With 167 separated members

## Married

With 876 married members

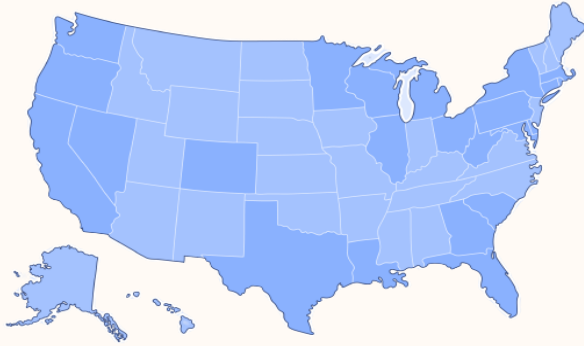
# Actions

## Promote Events

Seeing the members that are separated and the ones that are single, one good actions is to promote events that members can interact with each others.

The average age for these members are about **42 years old**, so it's interesting to seek events for this persona.





## Top 5 States With More Members

California

236

Texas

222

Florida

152

New York

108

Virginia

96

## Actions

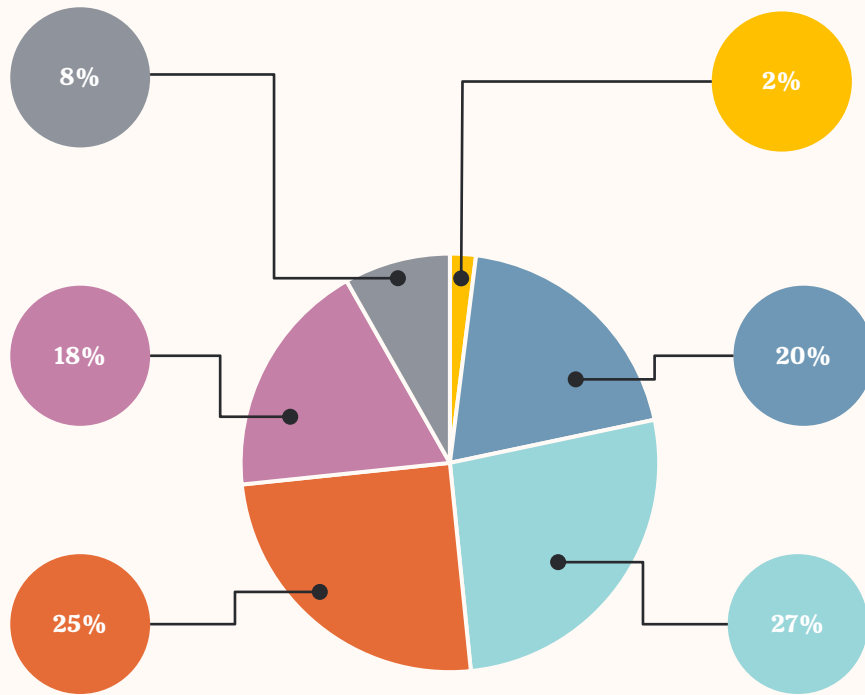
1. Promote campaigns to these 5 states with the main objective: bring more members from these states, once they already proved been a good choice to bring more members to the club.
2. Also promote events where the food, culture and music are from these 5 states, bringing the sense of belongingness.

# Age Group

**61 – 70 yrs**  
This age group have  
164 members

**51 – 60 yrs**  
This age group have  
368 members

**41 – 50 yrs**  
This age group have  
498 members



**15 – 19 yrs**  
This age group have  
40 members

**20 – 30 yrs**  
This age group have  
393 members

**31 – 40 yrs**  
This age group have  
533 members

(4 nulls)

# Actions

## Be Sure To Include All the Ages

Seeing that the club have members from all over the ages, it is important to be sure the club has the infrastructure to include all the ages.





# Conclusion

To summarize, there are many actions the club can take within this data.

Investing in events or culture meeting might be a good idea to connect all the kind of members.

It is important to notice that having more data from these members could get us better ideas of how to improve the business.



# Thanks!



**Do you have any questions?**

[fagundess.victor@gmail.com](mailto:fagundess.victor@gmail.com)

+55 (11) 97635-0703

[linkedin.com/in/victor-hugo-fagundes](https://www.linkedin.com/in/victor-hugo-fagundes)

