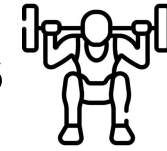




# Fitness Membership Analytics



## Fitness Analytics Membership Overview



Total Members

1,998

YOY Member Change : 677

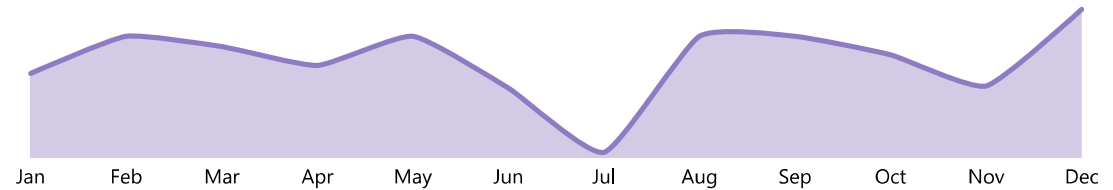
MOM Member Change : 36

### Membership Growth - Monthly View

Monthly

Quarterly

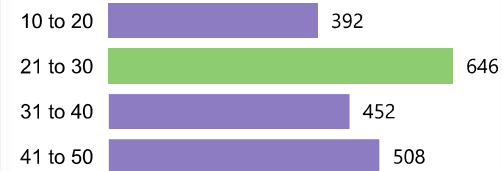
Yearly



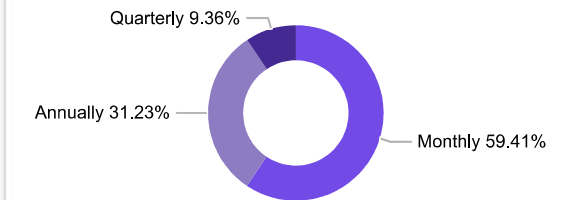
### Members Joined on

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat
January	25	19	24	17	33	18	24
February	23	25	28	26	22	30	24
March	24	28	26	15	27	23	30
April	18	24	31	21	23	22	25
May	20	38	26	24	24	27	19
June	23	28	30	23	16	17	16
July	16	21	14	17	15	16	23
August	21	25	33	20	33	20	26
September	25	18	21	22	39	29	24
October	29	25	27	24	19	18	27
November	16	18	22	21	28	26	23
December	25	36	19	28	30	26	27

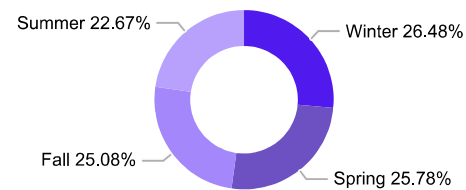
### Age Group Segement



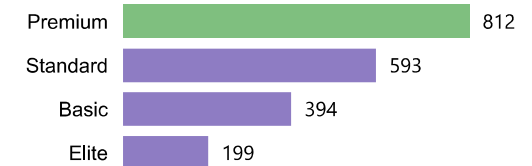
### Members Subscription



### Members Joined Season



### Membership type



Fitness Analytics  
Revenue  
Overview



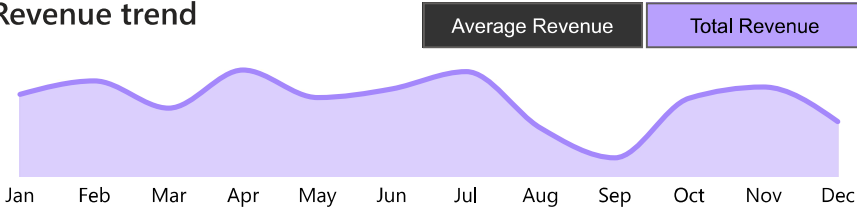
Total Revenue  
\$68.87K

YOY Revenue Change : \$22.92K

MOM Revenue Change : \$68.87K

Average Revenue  
Per Member  
\$34.47

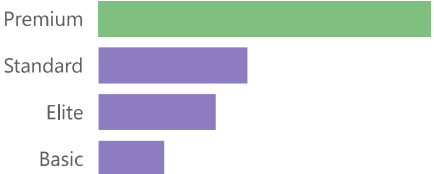
Revenue trend



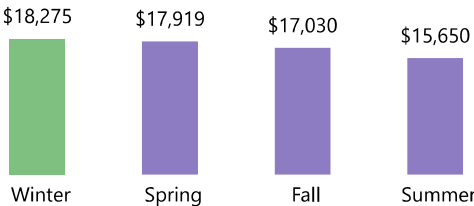
Age Group Revenue



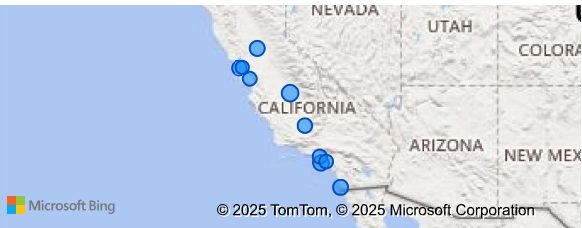
Membership\_type Revenue



Seasonal Revenue



Revenue comes from



Gender	Anaheim	Bakersfield	Fresno	Long Beach	Los Angeles	Oakland	Sacram
Female	\$2,255.08	\$2,151.88	\$3,497.28	\$2,485.93	\$2,666.58	\$1,227.90	\$2,051.23
Male	\$1,628.23	\$3,111.25	\$2,805.28	\$3,177.95	\$1,753.00	\$2,609.63	\$3,542.12
Non-binary	\$1,360.00	\$487.83	\$1,353.50	\$470.95	\$857.83	\$871.38	\$912.45
Others	\$224.25	\$455.25	\$37.50	\$362.88	\$247.00	\$120.00	\$87.12
Prefer not to say	\$555.65	\$635.63	\$1,289.75	\$904.63	\$862.10	\$649.85	\$751.23
Total	\$6,023.20	\$6,841.83	\$8,983.30	\$7,402.33	\$6,386.50	\$5,478.75	\$7,351.12

Fitness Analytics  
Service Usage  
Overview



Average Duration in GYM(Mins)

104.82

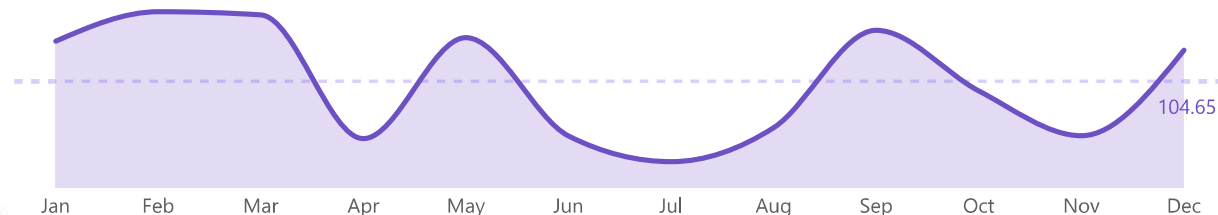
Average visit per week

2.68

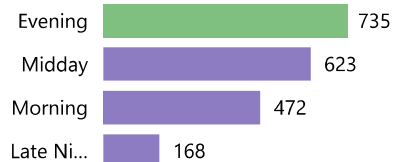
Average Time Duration Trend

Monthly

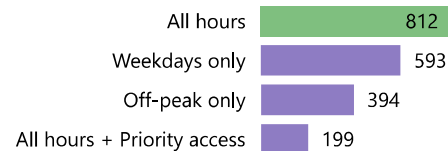
Weekly



People coming at

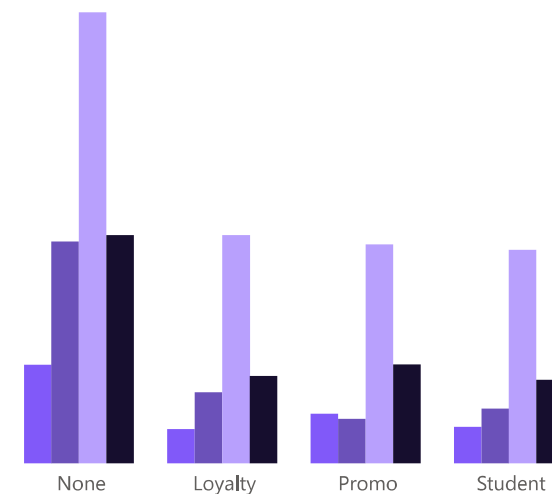


People Visit Frequency



Discount\_Type and Membership\_Type Usage

Type ● Basic ● Elite ● Premium ● Standard



Uses_Sauna	Female	Male	Non-binary	Others	Prefer not to say
True	354	403	120	45	96
False	330	354	138	40	118

Personal_Training	Female	Male	Non-binary	Others	Prefer not to say
False	365	352	110	38	99
True	319	405	148	47	115

Personal Training

