

Climbing Gym Revenue. Data Analytics Project

<https://github.com/alicialonso/climbing-gym-revenue>

Project Overview

I analyzed operational, membership, and engagement data from a climbing gym to identify opportunities to increase revenue and retention. Using SQL, Python, and Power BI, I delivered actionable recommendations on pricing strategy, membership promotion, and customer engagement.

Key Insights

- The months of June–July and December show the lowest revenue levels, suggesting seasonal drops.
- The climbing gym experiences its highest attendance between 17:00 and 21:00, indicating strong after-work usage patterns.
- Annual and Monthly memberships account for the highest overall gym attendance, reflecting more consistent engagement.
- Punch Card memberships generate the highest average monthly revenue, despite having the lowest gym attendance, indicating higher spend per visit but lower engagement.

Recommendations

- Seasonal drops seemed to be focused on summer (June/July) and Christmas (December) holidays. Creating a summer or winter school for these holiday periods could increase the children's and therefore their parents' attendance.
- Promoting morning hours attendance by creating off-peak hours discounts for all memberships.
- Introducing a referral program where Annual members can bring a friend, and the referred customer receives a discount on a Punch Card membership.