

Gym Performance Overview (Analyzed by

Members

Revenue

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185217.1
Total Revenue

1998
Total Members

105
Active Members (30 Days)

5.3%
Retention Rate %

92.70
Average Revenue

Executive Summary

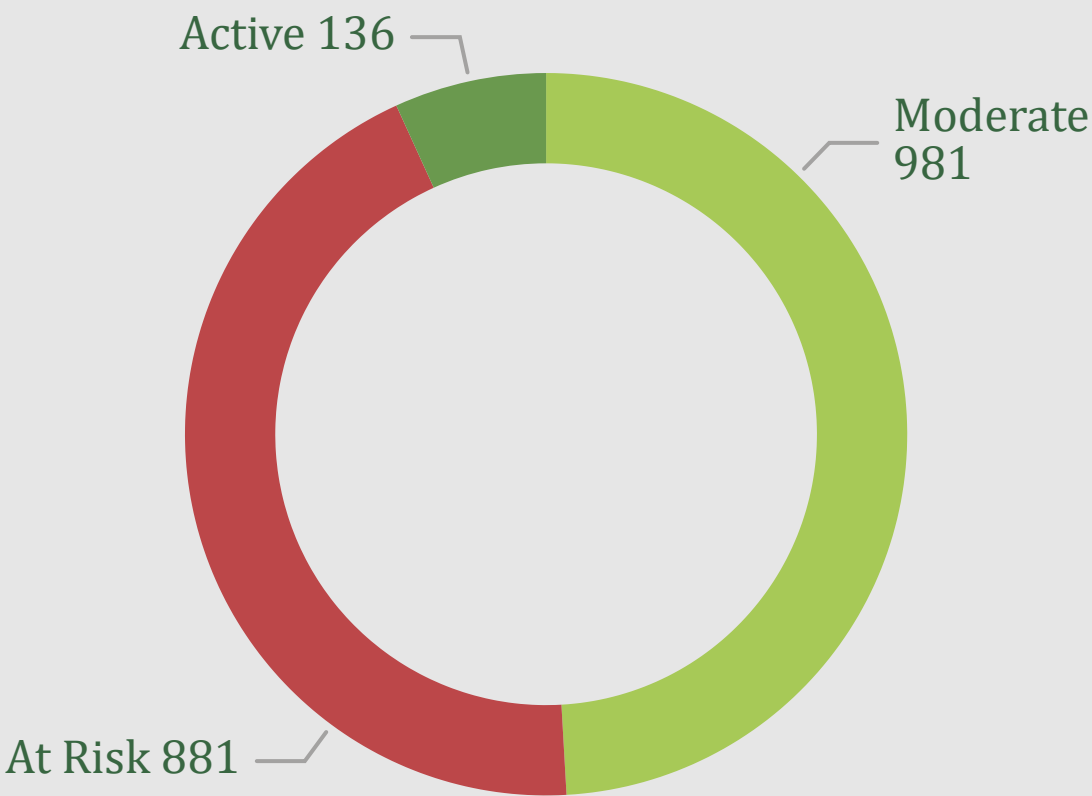
Member Insights

Revenue & Pricing

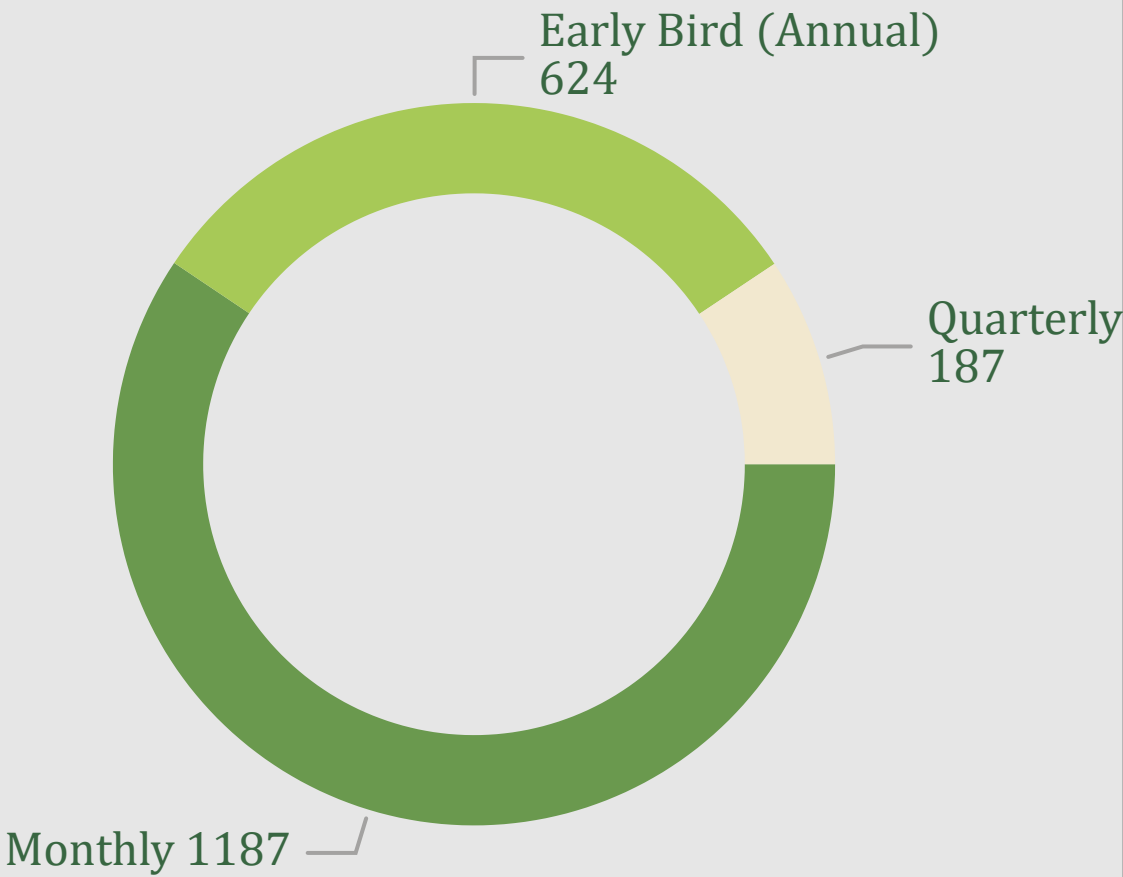
Retention & Loyalty



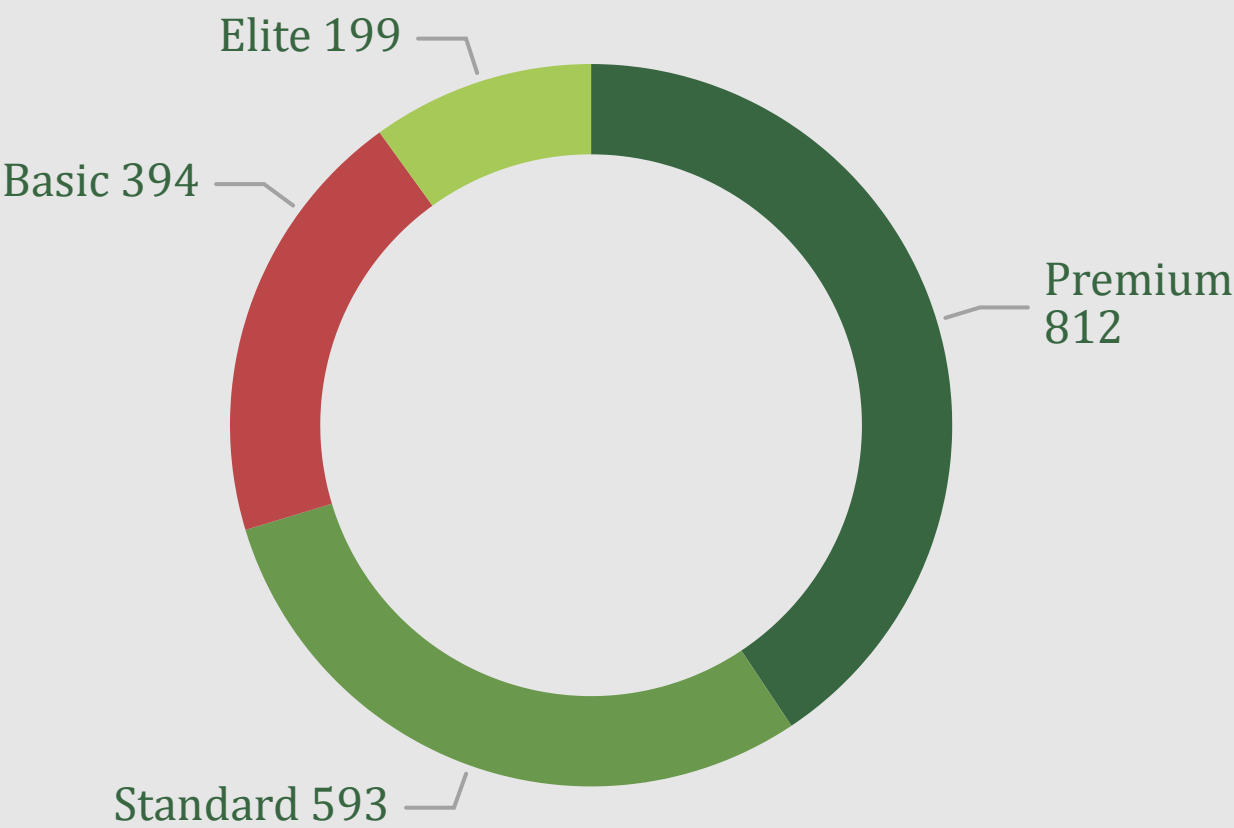
Members by Churn Status



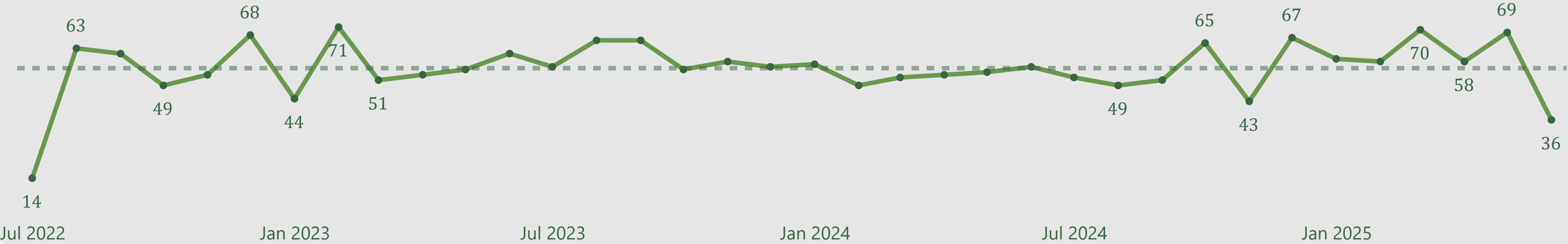
Members by Subscription Model



Members by Membership Type



Monthly Joined Members Trend



Member Engagement & Activity Insights



1998

Total Members

105

Active Members (30 Days)

44.7%

At Risk %

104.79

Avg Duration (Minutes)

3.24

Average Visits/Week

Executive Summary

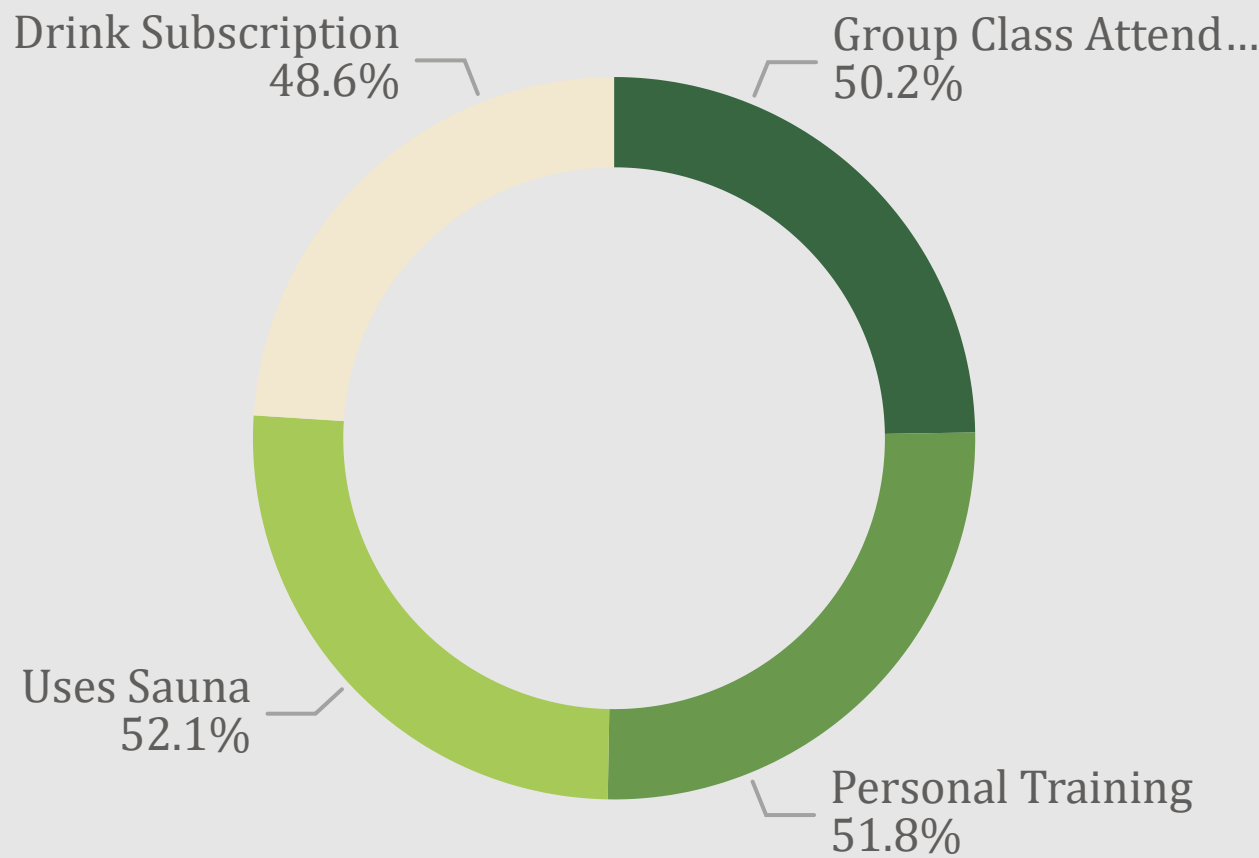
Member Insights

Revenue & Pricing

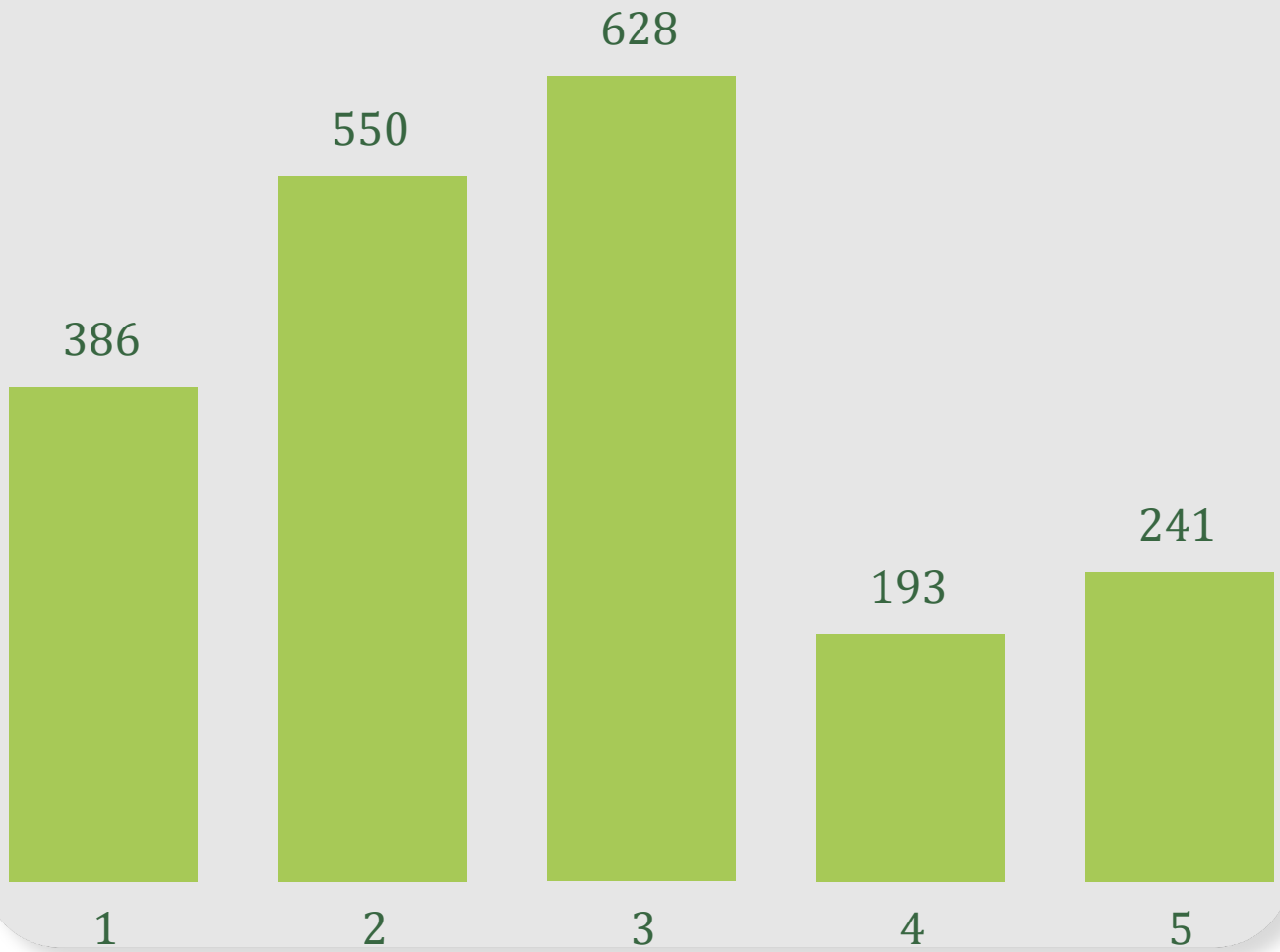
Retention & Loyalty



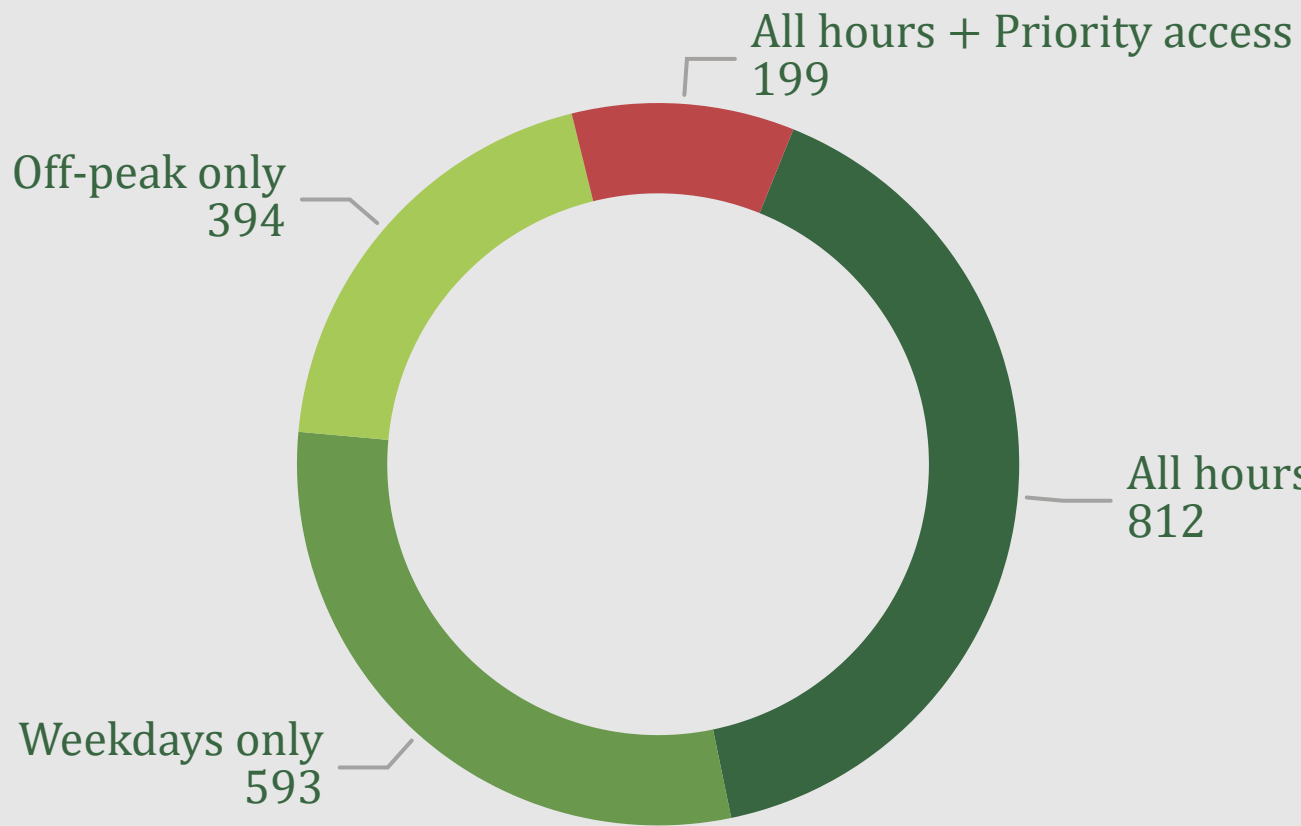
Service Utilizations



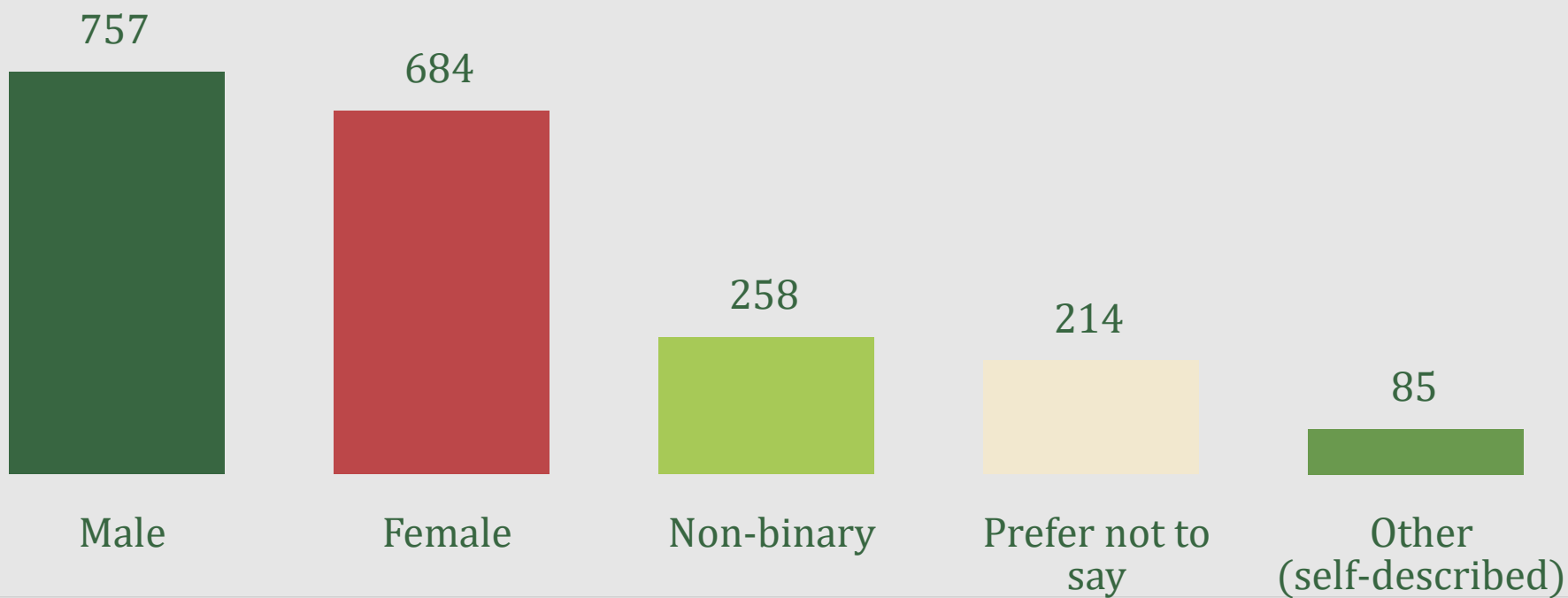
Members by Visit Days



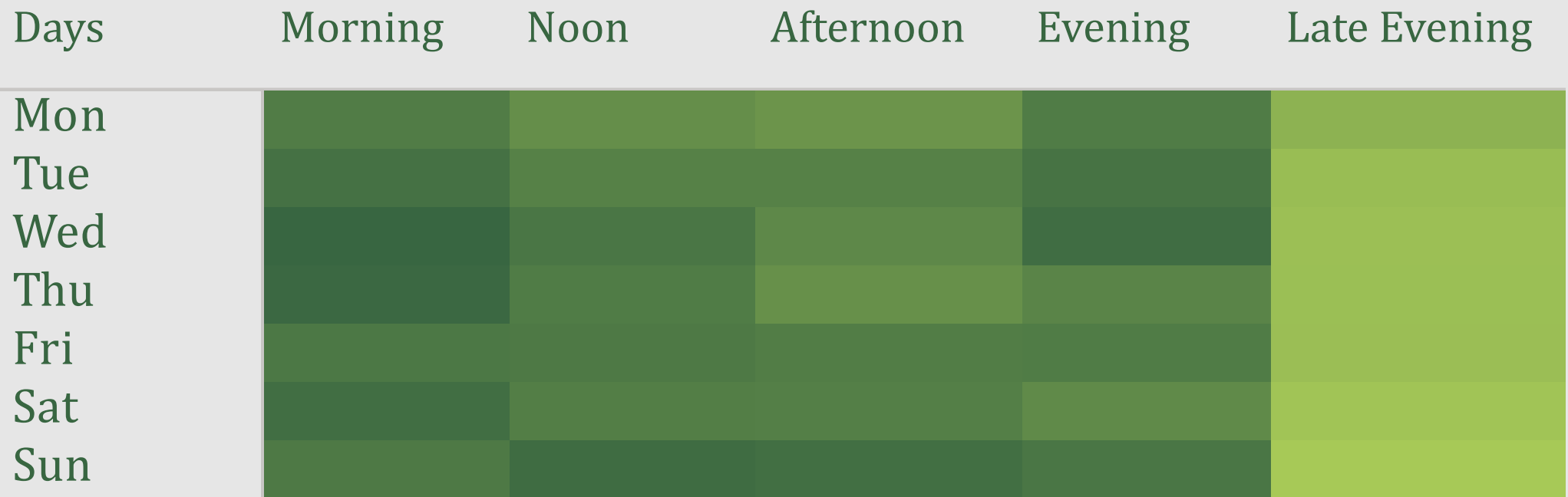
Total Members by access_hours



Total Members by self_identified_gender



Day-wise Visit Distribution





Revenue & Pricing Analysis by Membership & Location

65862.4
Total Revenue

5.7%
Average Discount Rate

29.61
Average Adjusted Price

74.34
Revenue/Member

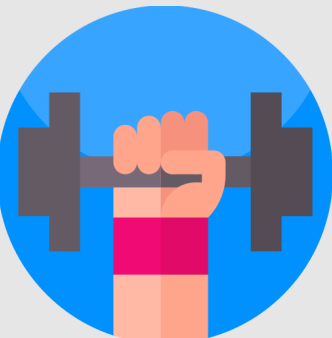
494.95
CLV

Executive Summary

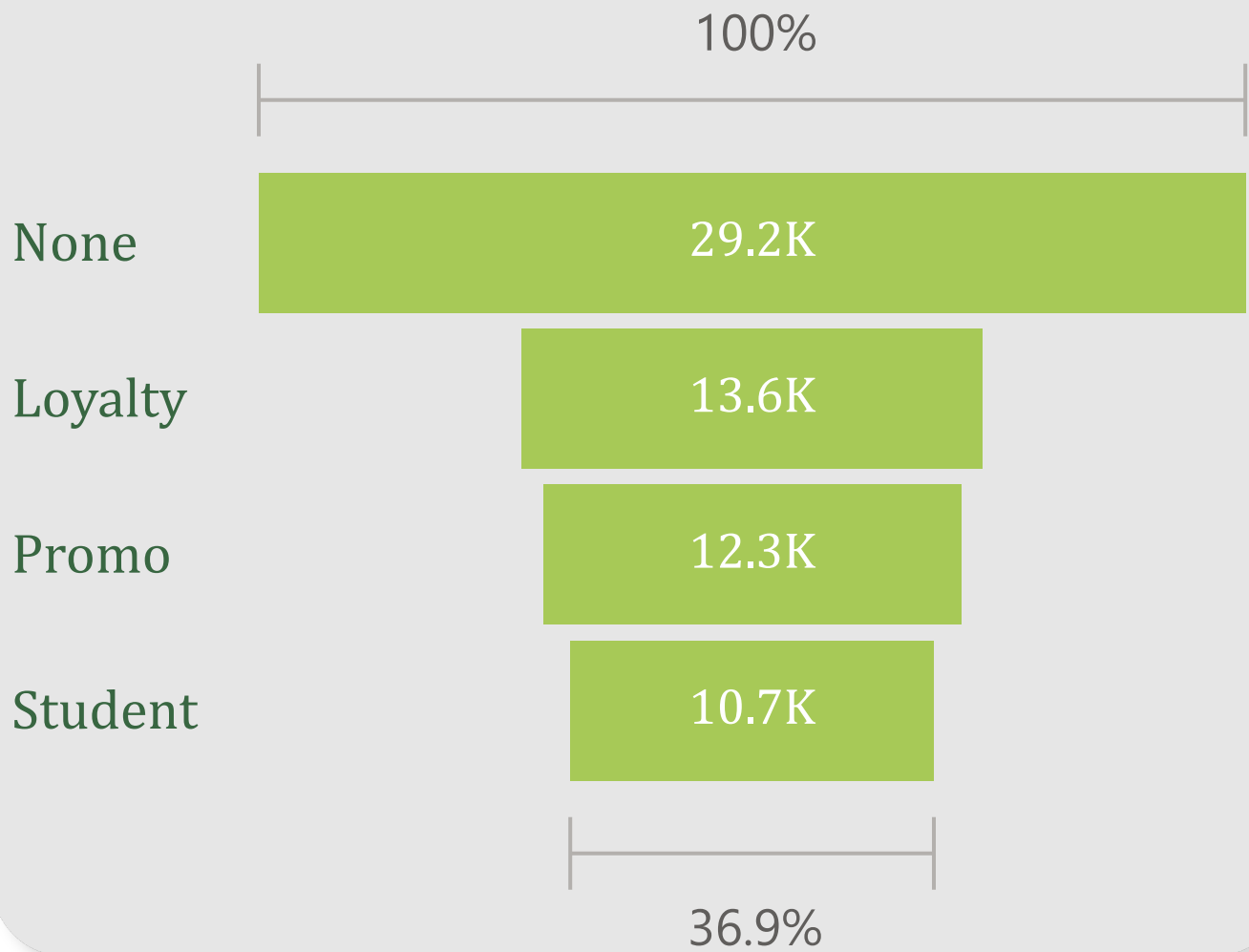
Member Insights

Revenue & Pricing

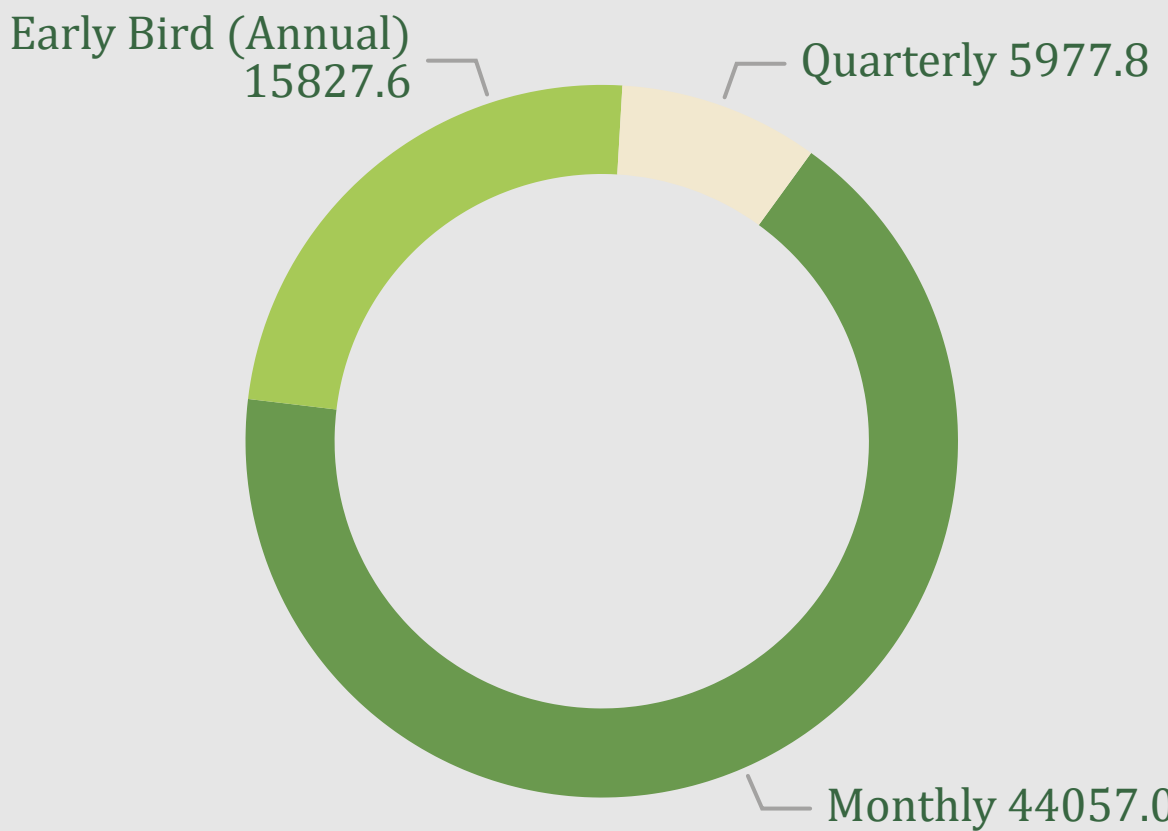
Retention & Loyalty



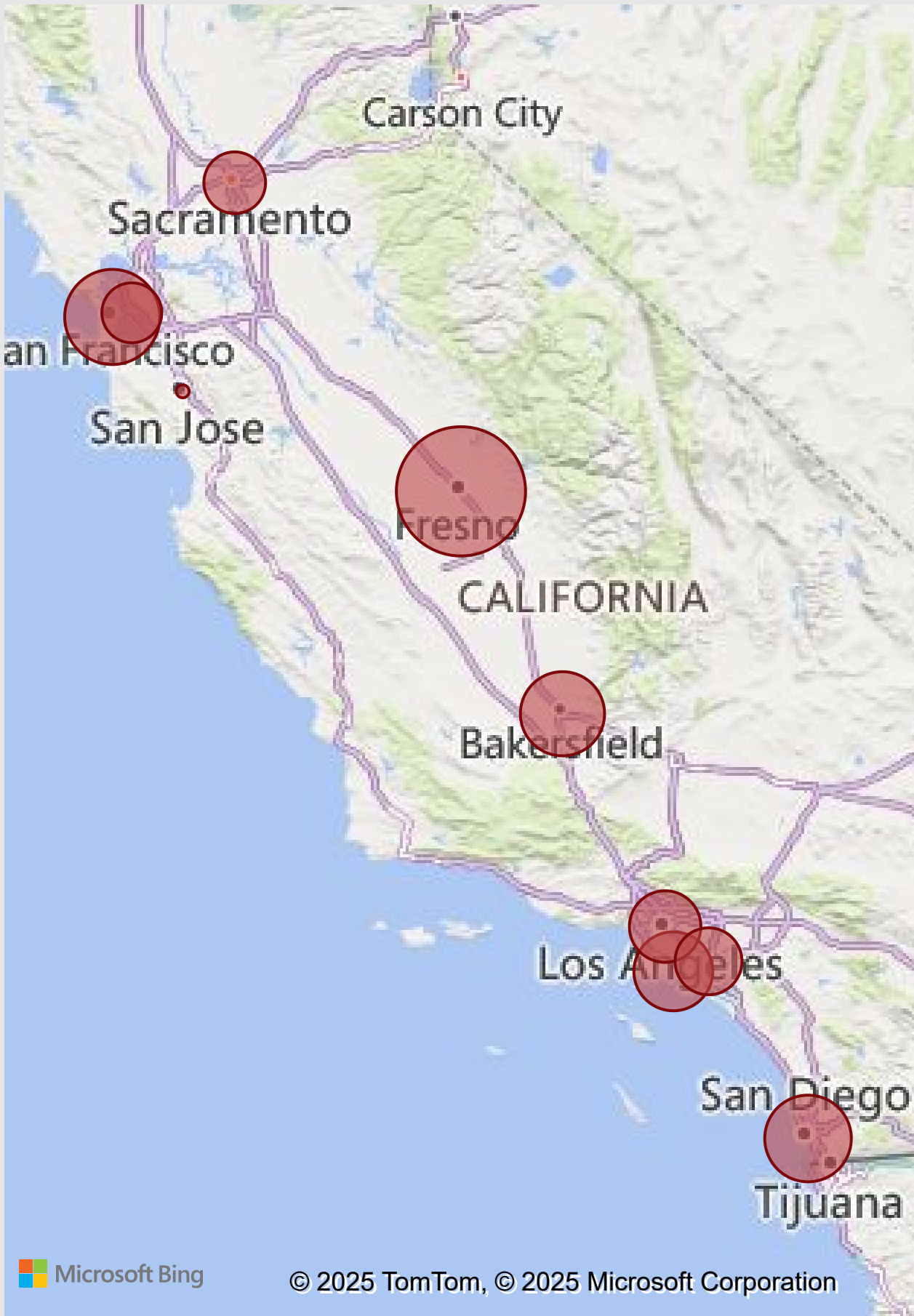
Revenue by Discount Type



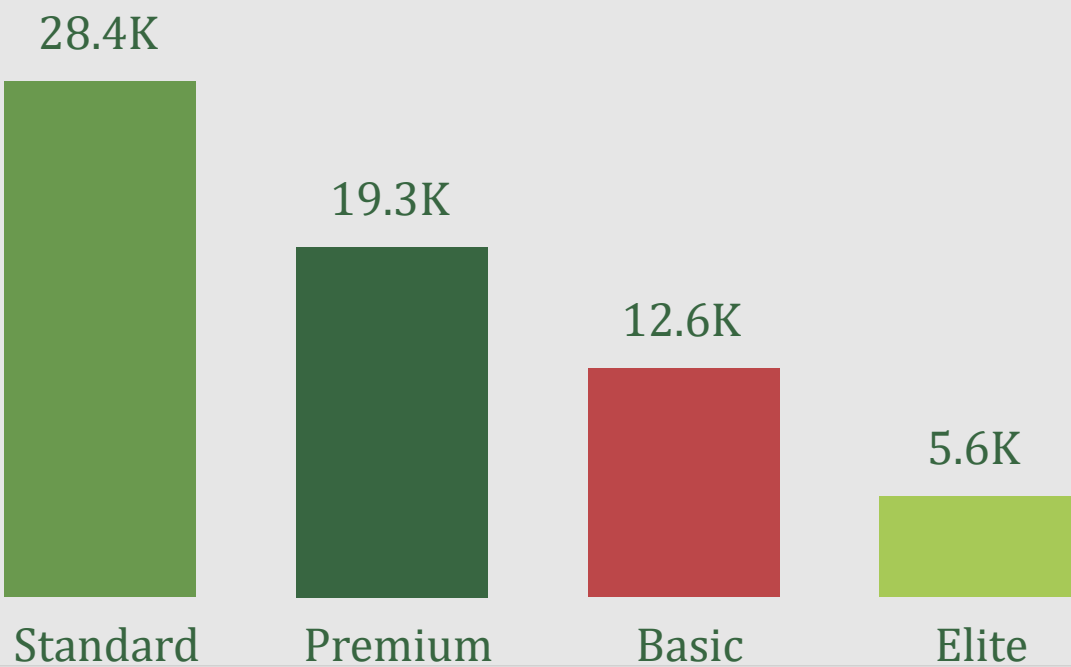
Revenue by Subscription Model



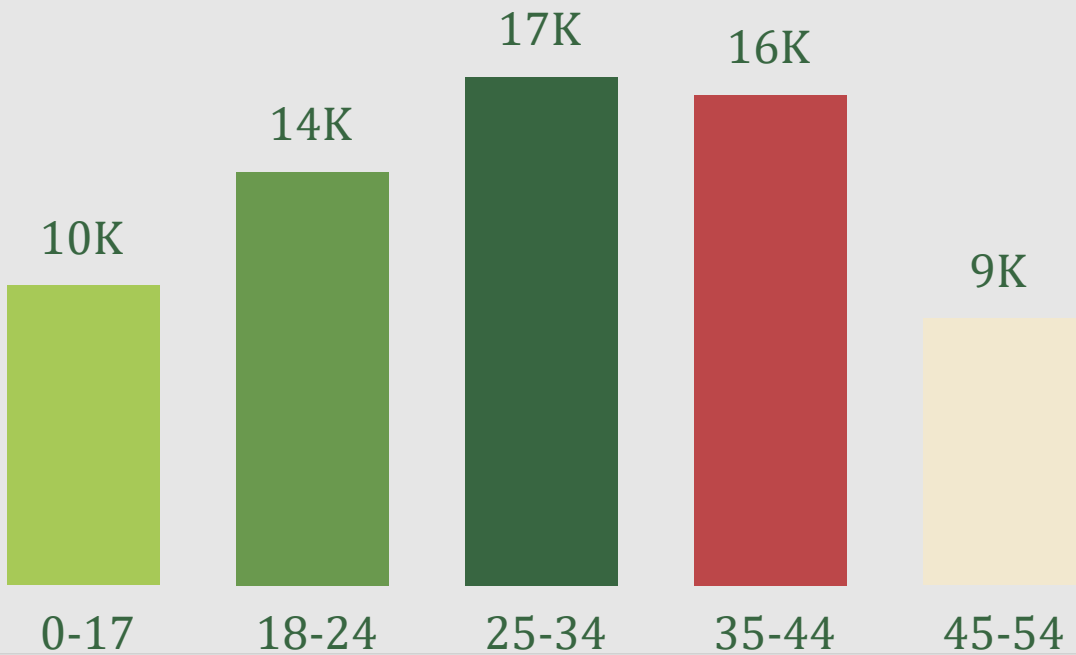
Total Revenue by home_gym_location



Revenue by Membership Type



Revenue by Age Group



MyGym Dashboard



Member Retention & Loyalty Analysis

185217.1
Total Revenue

910
Churn Risk Members

5.3%
Retention Rate %

17.62
Average Tenure (Months)

92.70
Average CLV

Executive Summary

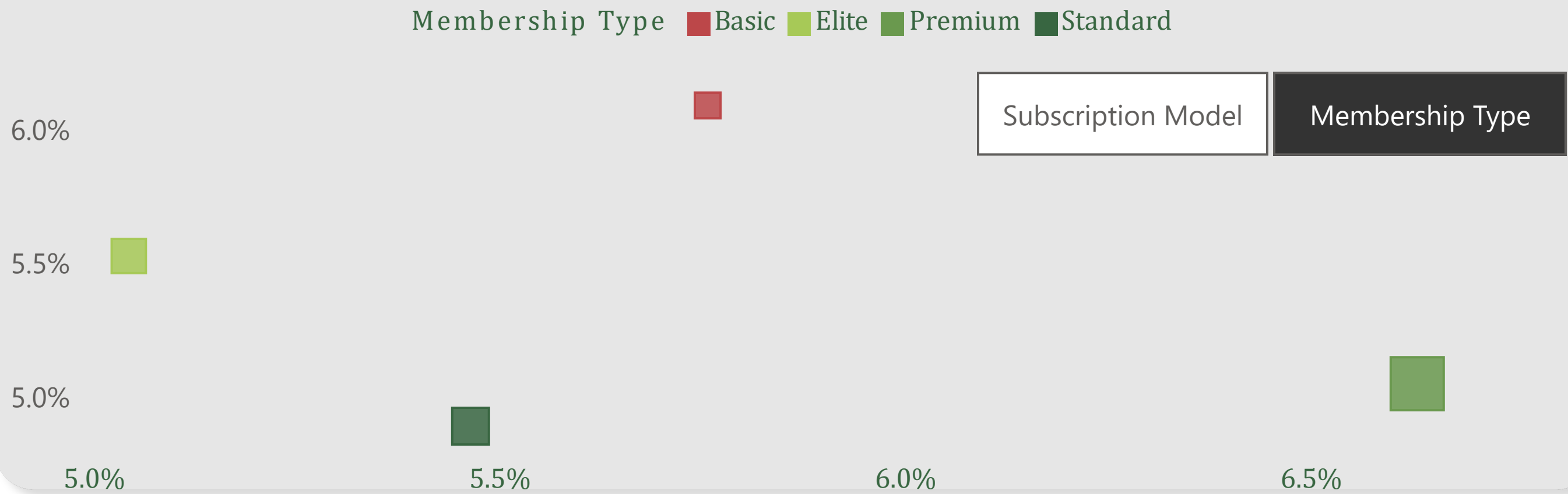
Member Insights

Revenue & Pricing

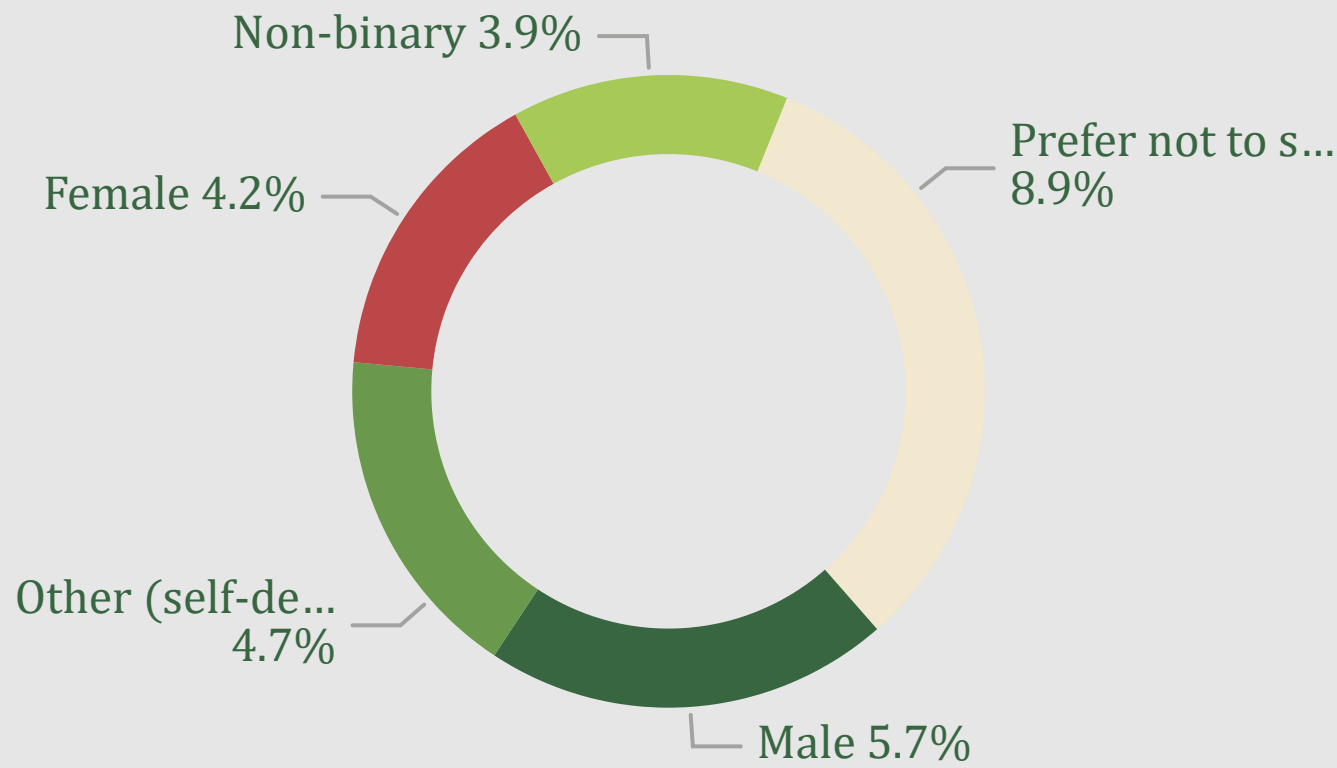
Retention & Loyalty



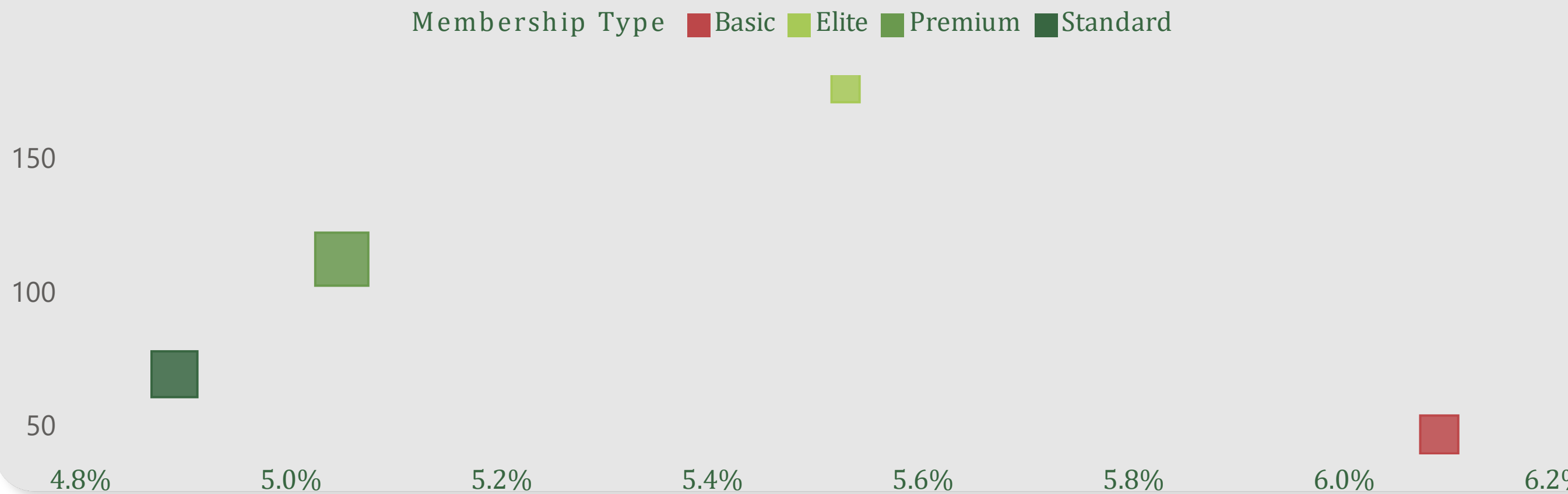
Discount vs Retention vs Members by Membership Type



Retention Rate by Gender



Retention vs CLV vs Members by Membership Type



Retention Rate by Age Group

