

CAPSTONE PRESENTATION (AYS) – CLIENT'S PRESENTATION

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BACKGROUND AND BUSINESS PROBLEM

BACKGROUND AND INTRODUCTION OF THE BUSINESS

- Started in 1999 as a small venture but has grown to more than 300 monthly active users and a total clientele of around 3.000 and yearly revenue of around CAD\$100,000.
- Owner experience with yoga: 30+ years
(Including fitness instructor and personal trainer for more than ten years in several Ontario colleges and schools)
- In 2019, they pushed the digital side of the business. They started to develop courses and content, which you can observe today in all their digital media presence. In mid-May 2022, they formally incorporated the company.

THE BUSINESS PROBLEM - DIAGNOSIS

- After several conversations with the client owner, we identified business problems not related to data but that should be solved to create a better data environment.
- Target client definition.
 - Which information should I ask the new clients.
 - How to track the old ones
- Value proposition
 - Using data as leverage.
- Marketing strategy
 - Should create a marketing strategy with all its components to obtain better results.

THE BUSINESS PROBLEM - RESOURCES

To-do List

- ☐ Check if the book: Studio shape up: the keys to transforming your fitness studio into a thriving business from Chelsea Streifeneder is worthy. [Amazon](#)
- ☐ Take the Growth and Profit Solution (GPS) Business Diagnostic [\(LINK\)](#)
- ☐ Create alerts on specific dates to remove account privileges to students/interns/third parties to AYS systems.
- ☐ Analyze if corporate emails are a better option to control access to AYS platforms.
- ☐ Check if the available all-in-one software for the wellness industry fits the requirements of the business. [Best](#) reviewed options are Mindbody, Wellness Living, and ZenPlanner.
- ☐ Review the *Most important Yoga Apps* file to see what they offer that can also be provided by AYS.

Online articles to read:

- ☐ How to Increase Yoga Class Attendance: Top Strategies for Attracting and Engaging Students [\(LINK\)](#)
- ☐ 7 REASONS WHY YOU KEEP GIVING UP ON YOGA (AND HOW TO OVERCOME THEM) [\(LINK\)](#)
- ☐ Why Don't You Do Yoga? A Comeback for Every Excuse [\(LINK\)](#)
- ☐ How to run a yoga Studio [\(LINK\)](#)

PDF Files to read

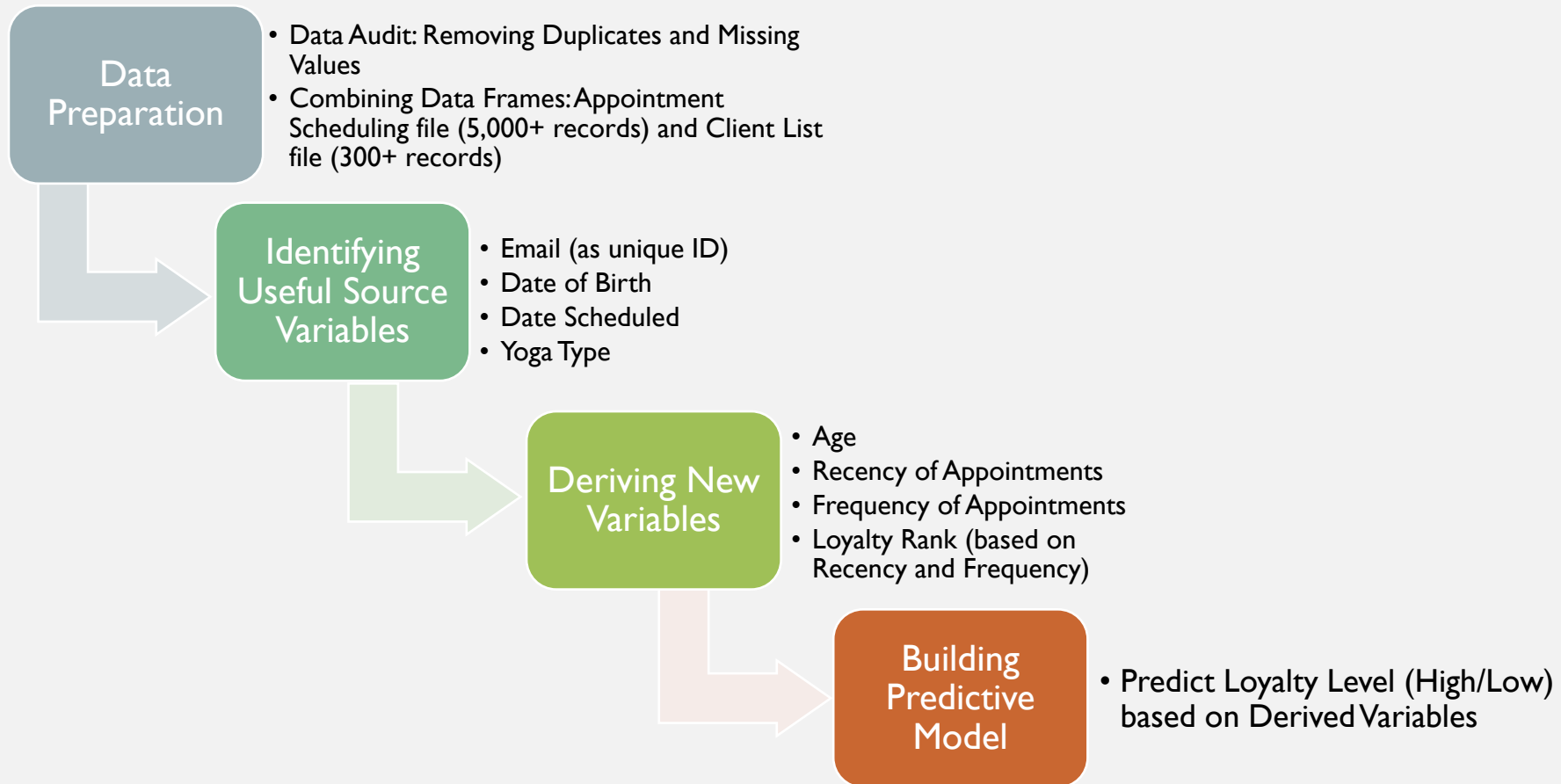
- ☐ Yoga 2019 Benchmark Report
- ☐ ZP Yoga Software Checklist
- ☐ Social Media Demographics to Inform Your 2022 Strategy _ Sprout Social
- ☐ The 2021 Social Media Users Demographics Guide _ Khoros
- ☐ Level of interest in learning Yoga Virtually
- ☐ Yoga Market Research _ Statista

THE BUSINESS PROBLEM – KEY CHALLENGES

- Software have been changing based on the business needs but it's highly fragmented and not "talking" to each other.
 - Square / Google Analytics / Newsletters / Excel / Trello / Accounting Software
 - Solutions: Mindbody ([LINK](#)), Wellness Living ([LINK](#))
- Inexistence of a properly-structured DB or infrastructure to host it.
 - Solutions: Use the proposed software or implement a complete tailor-made solution.
- The owner's idea is to go global, and we expect the amount of data will grow exponentially, but its hard to analyze all this data and choose the metrics to do so without implementing a complete solution.

ANALYTICAL APPROACH & METHODOLOGY

ANALYTICAL APPROACH



METHODOLOGY



Excel: To perform data audit, Data cleaning, storing data and visualize data.



SQL: Joining two different dataset and creating a table.

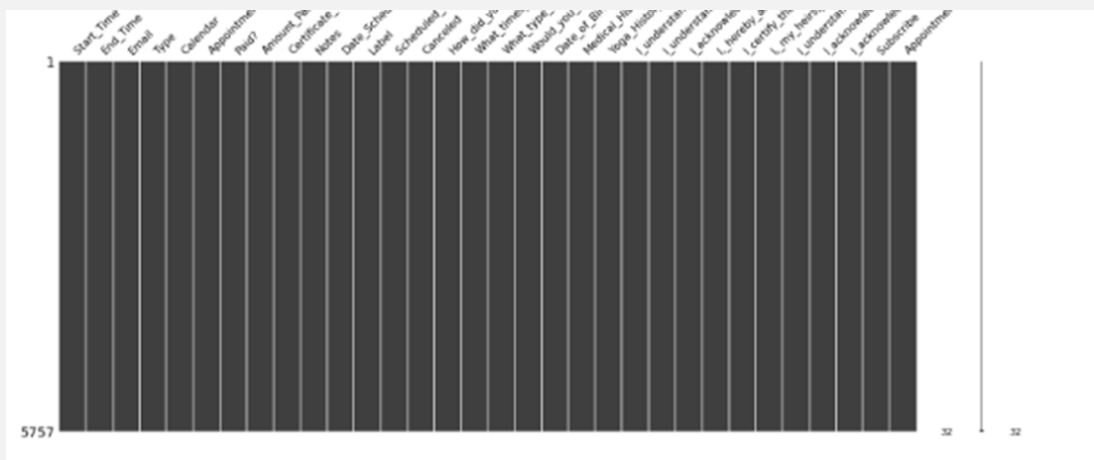


Python: To analyze data, perform RF analysis, Logistic regression and visualizing data.

KEY FINDINGS OF DATA EXPLORATION

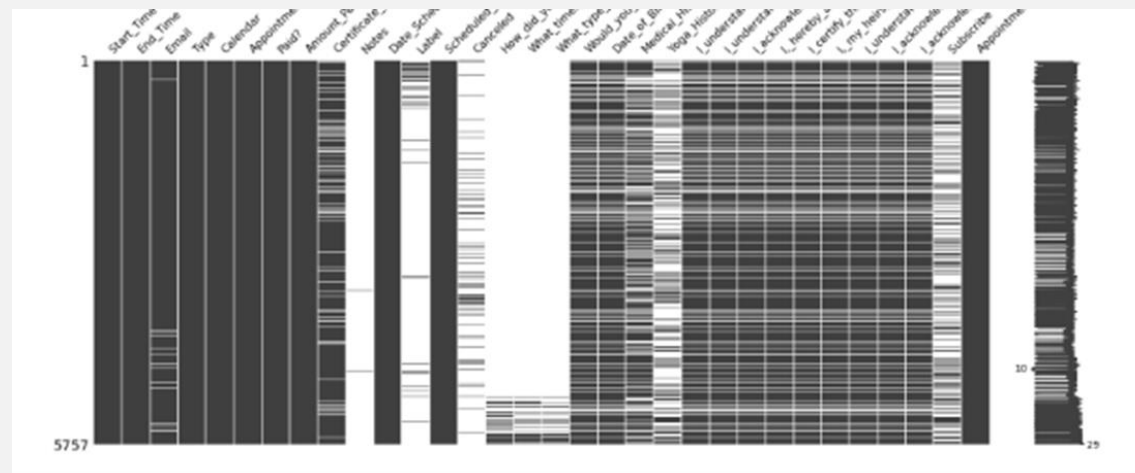
SUMMARY OF KEY FINDINGS OF DATA AUDIT

A complete dataset should look like this one...without any white spots that represent empty records



BUT

Our data set, has several records empty that cause interference when we tried to do analysis



SUMMARY OF KEY FINDINGS OF DATA AUDIT

variable	% Missing	Unique_Values	Data_Type
0 Start_Time	0	1465	object
1 End_Time	0	1481	object
2 Email	1.56	214	object
3 Type	0	16	object
4 Calendar	0	2	object
5 Appointment_Price	0	2	float64
6 Paid?	0	2	object
7 Amount_Paid_Online	0	3	float64
8 Certificate_Code	13.34	191	object
9 Notes	99.58	21	object
10 Date_Scheduled	0	469	object
11 Label	92.37	5	object
12 Scheduled_By	0	65	object
13 Canceled	89.11	1	object
14 How_did_you_hear_about_us?	94.51	9	object
15 What_times_of_day_do_you_prefer_to	95.97	42	object
16 What_type_of_yoga_do_you_prefer?	96.63	7	object
17 Would_you_like_to_be_on_our_inform	19.21	2	object
18 Date_of_Birth_(YYYY/MM/DD):	19.25	222	object
19 Medical_History_Please_list_all_health	33.77	365	object
20 Yoga_History_(If_new_to_yoga_what	63.99	257	object
21 I_understand_there_is_an_inherent_risk	19.21	1	object
22 I_understand_and_am_aware_that_the	19.21	1	object
23 I_acknowledge_that_I_have_either_had	19.21	1	object
24 I,_hereby_assume_all_responsibility	19.21	1	object
25 I_certify_that_I_am_physically_well_and	19.21	1	object
26 I,_my_heirs_or_legal_representatives	19.21	1	object
27 I_understand_that_Atlas_Yoga_studio	19.21	1	object
28 I_acknowledge_that_I_have_read_this	19.21	1	object
29 I_acknowledge_that_I_am_signing_this	19.21	1	object
30 Subscribe	67.6	1	object
31 Appointment_ID	0	5757	int64

Important information to understand the clients is missing:

More than 90% :

How they heard about the studio, the type of yoga they prefer or what it's the best time to practice it.

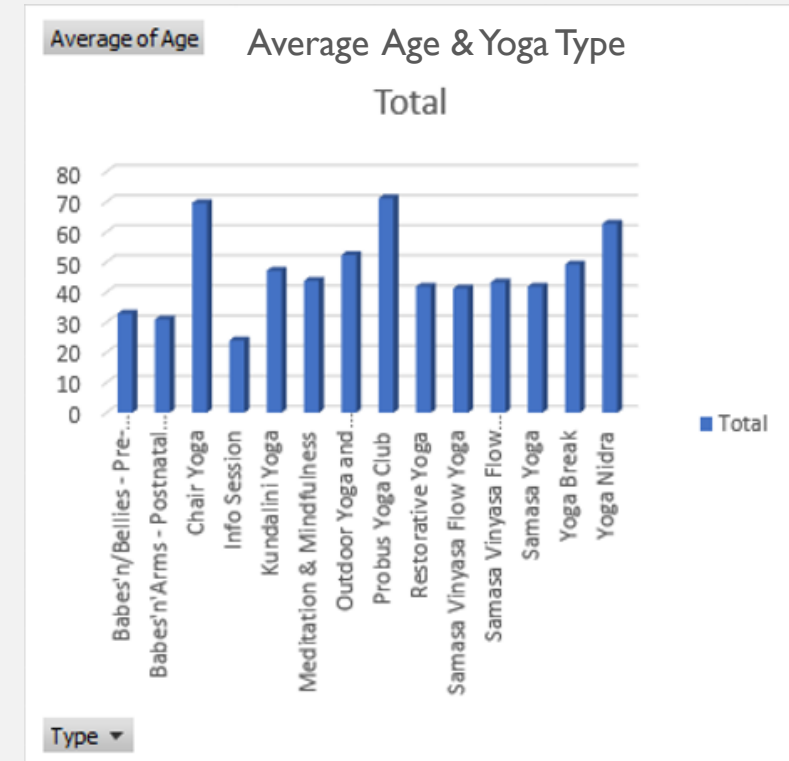
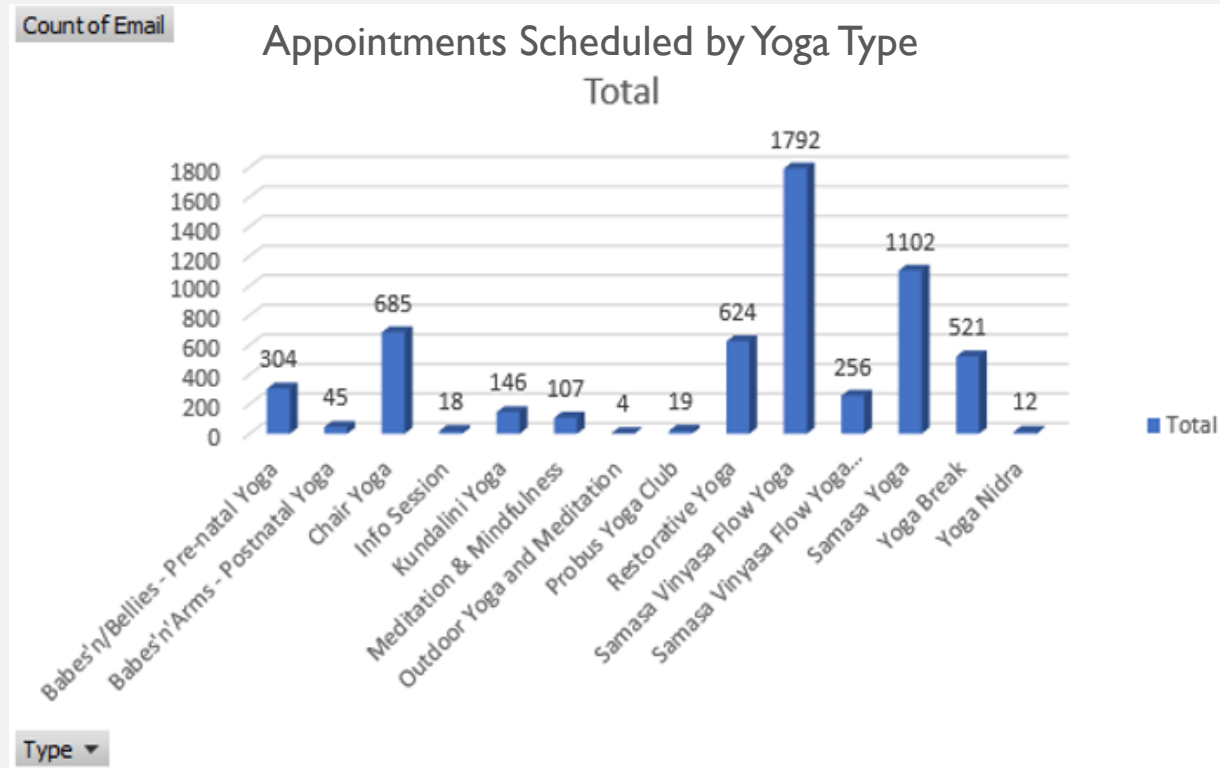
Between 30% and 60%:What is the client's experience or if they have any medical condition worth mentioning.

One in five records regarding health disclaimers and responsibilities are skipped.

Two thirds don't subscribe to the newsletters or any bulletins

KEY FINDINGS OF DATA EXPLORATION

- Samasa Vinyasa Flow Yoga class is the most frequently booked class and it's frequented by people with an average age of 40 years.
- Outdoor Yoga and Meditation class are the least booked classes with only 4 bookings in the last year and a half.



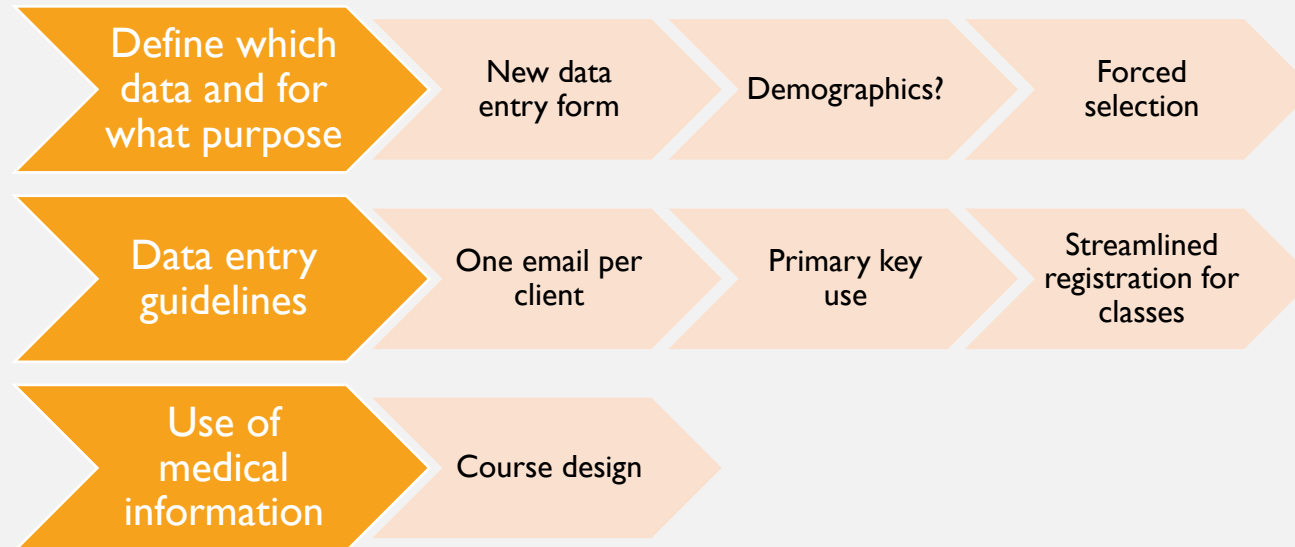
CLIENT SEGMENTATION: MODEL DEVELOPMENT AND RESULTS

RECOMMENDATIONS

1. To predict loyalty:

Samasa Vinyasa Flow Yoga Extended and Chair Yoga are the most popular classes and strongest predictors for High Loyalty

2. To improve data quality



RECOMMENDATIONS

Type of Yoga	Count
Samasa Yoga	60
Samasa Vinyasa Flow Yoga	48
Restorative Yoga	19
Babes'n/Bellies - Pre-natal Yoga	16
Info Session	14
Kundalini Yoga	11
Chair Yoga	10
Yoga Break	9
Babes'n'Arms - Postnatal Yoga	6
Samasa Vinyasa Flow Yoga Extended	5
Probus Yoga Club	4
Meditation & Mindfulness	3
Yoga Nidra	1
Queer Yoga	1

Yoga History	Count
Beginner	44
2 years	3
2+ years	1
3 years	4
3+ years	3
4 years	1
4+ years	1
5 years	4
5+ years	4
9 years	2
10 years	2
10+ years	4
11 years	1
13 years	1
15 years	2
18 years	1
20+ years	1
25+ years	2
26 years	1
YTT Student	2

Medical	Count	Medical	Count
Pregnancy	10	Tonsillectomy	1
Broken bones	8	Shoulders prob	1
Back problems	8	Breast augment	1
C-section	7	Hyperlordosis of the back	1
Back pain	7	Parkinson	1
Neck problems	6	Medication alle	1
Knee problem	6	Balance issues	1
ACL Surgery	5	Obesity	1
Depression	5	PTSD	1
Arthritis	5	Thyroid issues	1
Hernia surgery	5	Body pain	1
Asthma	5	CAD	1
Joint problems	4	Fibromyalgia	1
Blood Pressure	3	IBS	1
Hysterectomy	3	Hypertension	1
Migraines	3	Vasculitis	1
Gall bladder	3	Tension	1
Eye problems	3	Hormonal imba	1
Anxiety	3	Brain injury	1
Anemic	2	Spondylolisthe	1
Dyslipidemia	2	Migraines	1
Sleeping disorders	2	Breast lumps	1
ADHD	2	Hypothyroidism	1
Bladder prolapse	2	ADD	1
Flexibility issues	2	Endometriosis	1
Appendix removal	2	Breast surgery	1
Scoliosis	2	Chest fibrosis	1
Heart problems	2	Lymph node dis	1
Sciatica	2	Food allergies	1
GERD	2		
COVID PTSD	2		
Gynaecological surgeries	2		
Hearing impairment	1		
Hypoglycemic	1		
Diabetes	1		
Low blood pressure	1		
Knee Surgery	1		



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DATA ETHICS



Informed consent

How data will be used?

- Never sold, or distributed to 3rd party, data protected within Atlas.
- Used to better refine the yoga experience, to meet the needs of clients.
- For process improvements for Atlas Studio, to better serve clients.

How it will be protected?

- Anonymization – all identifiable data removed, Names, Addresses, Phone Numbers
- Email only used for subscribers to information email list

<https://tcps2core.ca/welcome>