





# Project Introduction Meeting

Event  Meeting w/ Ali

Participants  Alison Giannavola  Derek Motley

## Agenda

Topic	Time	File
Project Background, Meaning, & Purpose	10 min	<a href="#">GT MSA Curriculum</a>
Discovery Questions	10–15 min	 File
Overview of Potential Use Cases	10–15 min	 File
Next Steps & Summary	10 mins	 File

Sep 10, 2025

# Project Background, Meaning, & Purpose

## Why Analytics or Business Analytics

- Sits at the intersection of interest and skill
- Exciting place to start my career

## How this project could help

- Grad school can be incredibly competitive (especially at GT)
- The project will boost my application
- Could potentially result in a win for you and the gym, and me

## How I plan on accomplishing this

- Use the skills I've learned through the Business Analyst Professional Certification
- Dylan
- Undergraduate studies
- Other students who work in Analytics

# Discovery Questions

1. What does success look like for the gym over the next year or two?
    - a. Price adjustment in october
      - i. Worth it because of
    - b. Two parts
      - i. 1. PNL (profit?)
      - ii. 2. New members
    - c. Able to make coaches and members happy
- Equipment

- New plates
- Balance between
- ACV (average client value): Based on how much each person spends at a gym?
- 

2. What's the most frustrating or time-consuming part of running the business side of the gym?

- a. Coach development
  - i. People business
- b. Implement rules in the gyms. Pinning down the culture?
- c. Operationally**
  - i. Getting leads**
  - ii. Marketing??**
- d. SOPs?
- e. Educating new members of how to operate?
- f. Losing people, churn
  - i. Cut offs at certain periods of time

3. Where are you seeing the most growth for the gym and where might things be slowing down?

- a. Growth: new leads and new people coming in
  - i. Don't know why it's happening which is scary
- b. Slowing down: cancellations, etc...**
  - i. 5% churn is great**
    - 1. But at a gym with 300 people, that's not great**

4. How do you currently track whether members are progressing or staying engaged?

- a. Some gyms do quarterly check-ins
  - i. An idea for CFB

- ii. Scores in Push Press \
  - b. Short answer: No
  - c. Think they could do better
5. What problem would you be most excited for us to solve?
- a. Keeping a steady flow of leads coming in
  - b. "Suring up that process"
6. Max members?
- a. Raise rates if it hits a certain degree of popularity
7. What kind of data do you have?
- a. Financials, Push Press, The store, etc.
  - b. PUSH PRESS: Lot's of helpful data
    - i. Average rev per members
    - ii. Average length of engagement
    - iii. Lifetime value of member
      - 1. Lifetime value trend
    - iv. Member utlization rate
  - c. Class counts for CFB on google sheets

\*\*\*Tracking attendance

- d. Things like attendance logs, membership types, cancellations, or revenue breakdowns could be very useful
    - i. *\*\*\*Would obviously keep anonymity. Not interested in individuals, just patterns*
8. What are you willing to give me access to?
- a. I'm happy to sign an NDA.

9. Is it easy to export?

## Overview of Project Outline and Ideas

### What I'm trying to accomplish

- Complete a project that actually has value

### Potential Use Cases

#### 1. Member Retention & Engagement

- Problem:** CrossFit gyms live and die by their community. When members stay engaged, feel progress, and connect with coaches and peers, they stick around for years. But if members plateau, lose motivation, or disengage, they often stop showing up—and eventually cancel.
- Opportunity:** Use member data to proactively identify at-risk members and take action before they quit or leave (like attendance frequency, participation in outside-class events, amount of times they post their score on push press, how much they purchase things from the store)

#### NOTES:

- 2 systems in push press
  - Core: Billing and money
  - Grow: Emails and triggers, etc., etc.
  - Opportunities to do at risk pipeline within Push Press

#### 2. Facility & Equipment Use

- Problem:** Expensive equipment (plates, machines, barbells, etc.) might be underused or wearing out quicker than expected

- ### 3. Class & Coach Scheduling

NOTES: How experience is the coach directing certain classes

- #### 4. Pricing & Membership Packages

- ## 5. Retail and Supplement Sales

- a. **Problem:** Unsure what merchandise (supplements, apparel, gear) to stock. Inventory sits or is left unsold
- b. **Opportunity:** Forecast demand based on purchase history, seasonality, and member demographics

# Next Steps & Summary

## Summarize

- Highlight the main things we talked about
- Decide on a direction to take the project

## Final Questions

1. Given everything we've talked about, how involved in the project do you want to be?

## Action items

- ☒ ~~Go over meeting points with Dylan~~ [dylanjalexander2@gmail.com](mailto:dylanjalexander2@gmail.com)
- ☐ Decide on a complete project outline
- ☐ Decide how in-depth I want to go and how much I want to cover
- ☐ Decide what tools I'll need to use