

Fitness Studio Analysis with Classpass.com

Selenium Web Scraping Insights

Key Questions

1. What types of offerings are the most popular and highly rated in the New York area?
2. Since the COVID-19 lockdown, many studios have started offering at-home classes via livestream. What proportion of venues offer these livestream services? Do studios with livestream offerings rate higher than studios without? Are they more popular?
3. Are there any “standout” top-performing studios that can be identified when exploring corporate partnerships?

Data Sample

	tags	livestream	name	location	avg_rating	num_ratings
854	['barre']	False	Physique 57	2109 Broadway, Suite 206, New York	4.8	(5000+)
196	['strength training']	False	The Body Shop Training	119 Park Avenue, 2nd Floor, Summit	4.8	(100+)
744	['dance']	False	Dance With Me USA	37 West 37th Street, 2nd Floor, New York	4.5	(68)
1010	['cycling']	False	CycleBar	125 Vervalen St, Closter	4.7	(57)
749	['dance']	False	TwerkAerobics	Ripley Grier Studios, 520 8th Avenue, 16th Flo...	4.4	(38)
387	['personal training', 'livestream personal tra...']	True	RKF Fitness Training	4108 Carpenter Avenue, The Bronx	NaN	NaN
548	['dance', 'livestream dance']	True	Ikigaiusa	325 East 65th Street, New York	4.8	(19)
539	['strength training']	False	Golden Phoenix CrossFit	Boulevard, Kenilworth	4.7	(56)
692	['strength training']	False	Haute Sculpt	Stepping out Studios, 37 W 26th street, Floor ...	NaN	NaN
788	['strength training']	False	On the Mend Customized Fitness and Massage	321 West 44th Street, New York	NaN	NaN
489	['livestream hiit', 'strength training']	True	HIIT BOX	548 Union Street, Brooklyn	4.8	(5000+)
833	['boxing']	False	Sweatbox Brooklyn	229 46th Street, Brooklyn	4.9	(100+)
491	['stretching', 'massage', 'livestream stretchi...']	True	Racked Stretch	28 East 4th St, New York	4.7	(500+)
673	['yoga']	False	Lyons Den Power Yoga	267 West 17th Street 2nd Floor, New York	4.8	(1000+)
590	['cycling']	False	AQUA STUDIO	78 Franklin St, New York	4.6	(5000+)

[Scraped using Selenium, click here for URL](#)

Most Popular Studio Tags (Top 20)



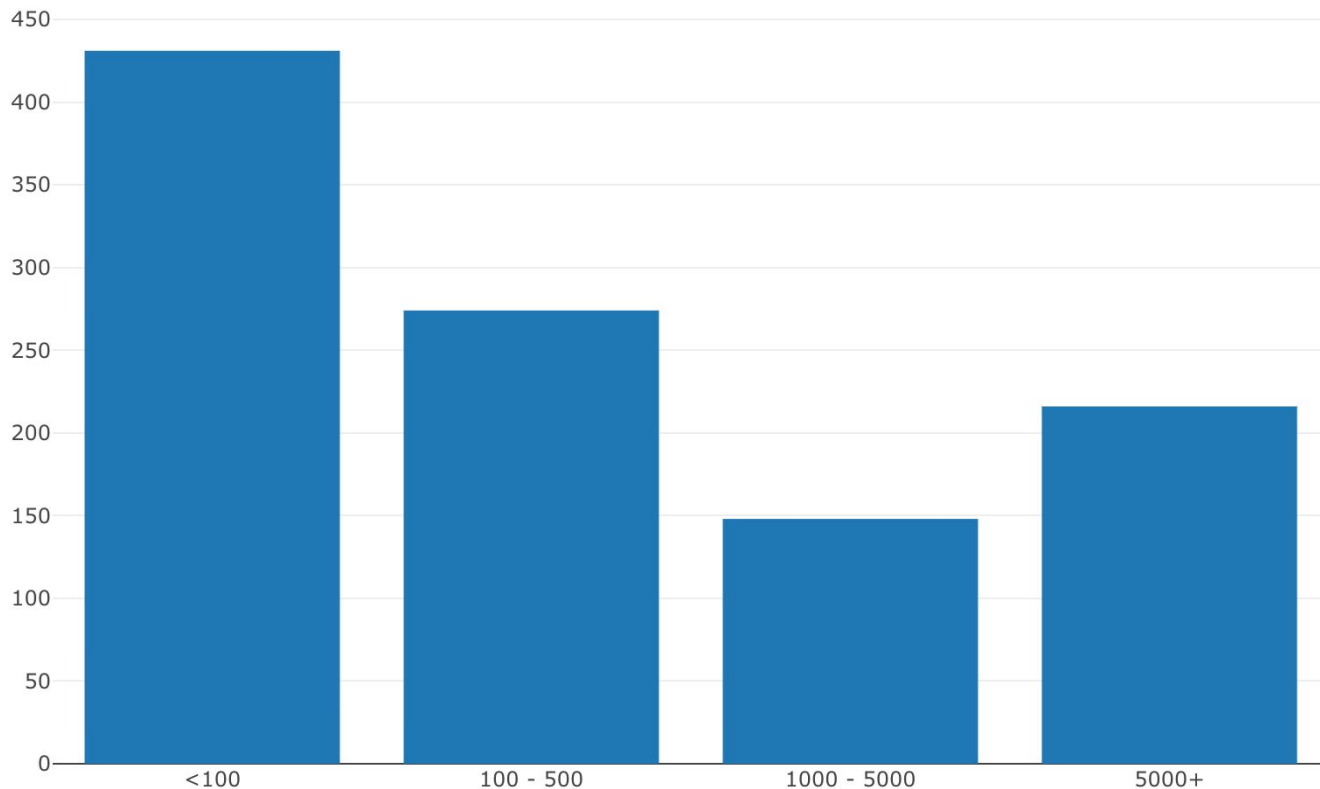
Most Popular Studio Tags



Strength training is the most popular type of offering, with yoga, dance, and pilates coming in after.

However, strength training is only the fourth most popular offering when it comes to livestreams, coming in behind yoga, HIIT, and pilates.

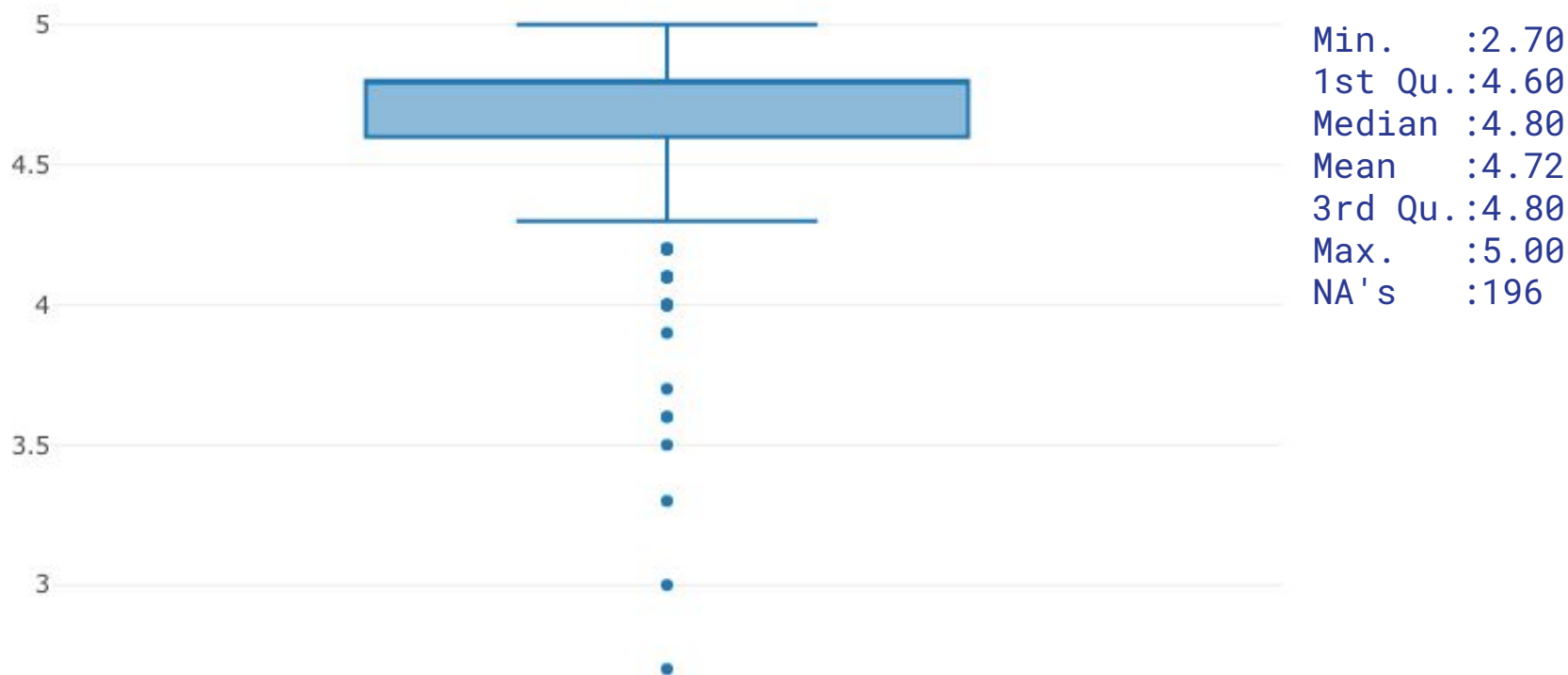
Number of Ratings



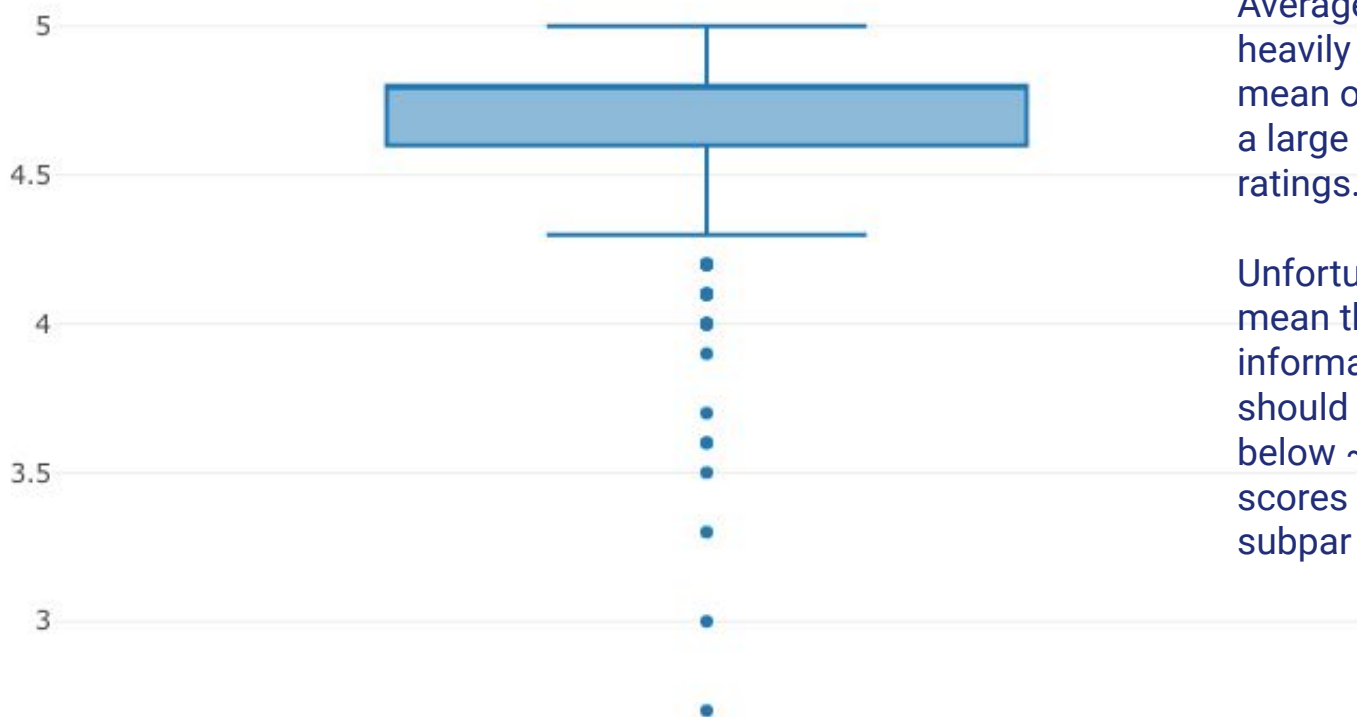
Classpass buckets the number of ratings into ranges for values above 100. We can assume the 216 studios with 5000+ ratings are the most popular.

These buckets will limit our analysis a bit, since they provide less insight than an exact number of reviews.

Distribution of Average Ratings



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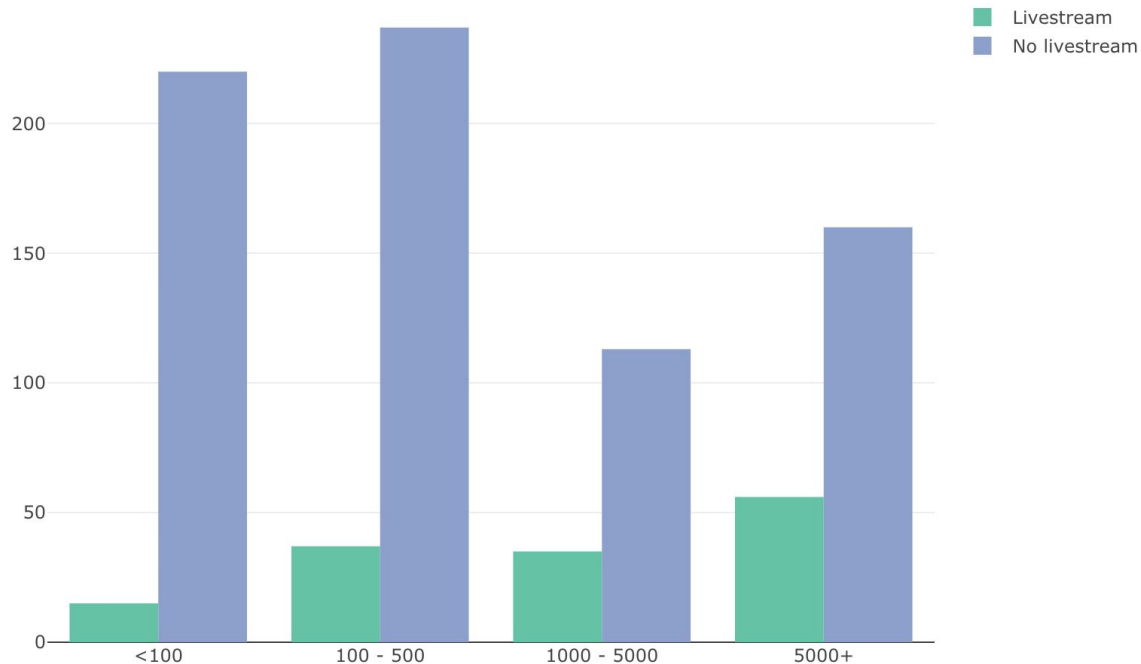


Average studio ratings are heavily skewed upward, with a mean of 4.72 out of 5 stars and a large number of perfect 5.0 ratings.

Unfortunately, this seems to mean the ratings are not very informative except that we should watch out for any score below ~4.4, as those lower scores indicate an outlier of subpar quality.

Livestream vs Non-Livestream Comparison

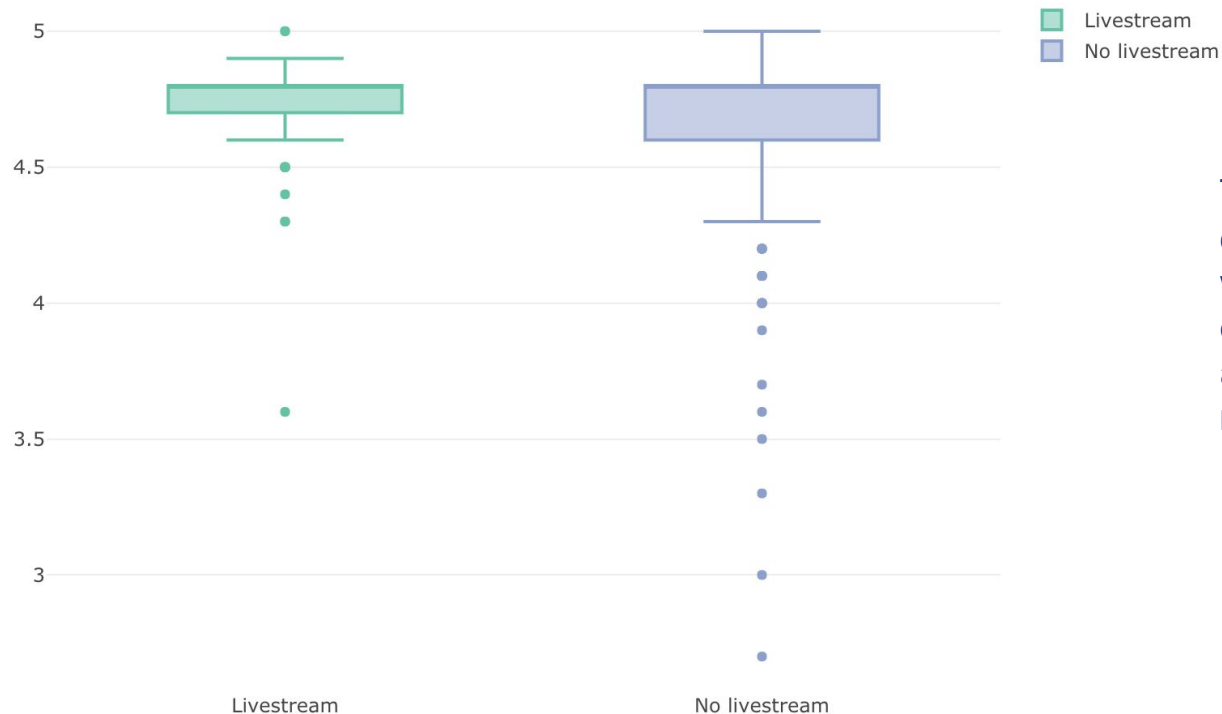
Are studios with livestream offerings rated more frequently than those without?



Studios offering livestream options generally have more ratings than those without, with a large proportion of them in the most popular bucket.

Livestream vs Non-Livestream Comparison

Are studios with livestream offerings rated higher than those without?



The distribution for these categories is very similar. Thus, we cannot conclude whether offering livestream services has a significant effect on average rating.

Further Analysis

- Unfortunately because of the bucketed ratings and almost uniformly high studio reviews, it's difficult to determine which studios on Classpass are “top performers”. We can gain better insight by cross-referencing reviews on Yelp or Google reviews.
- Classpass operates in many other states and 28 countries worldwide. It may be interesting to analyze and compare the types of offerings in different markets.