


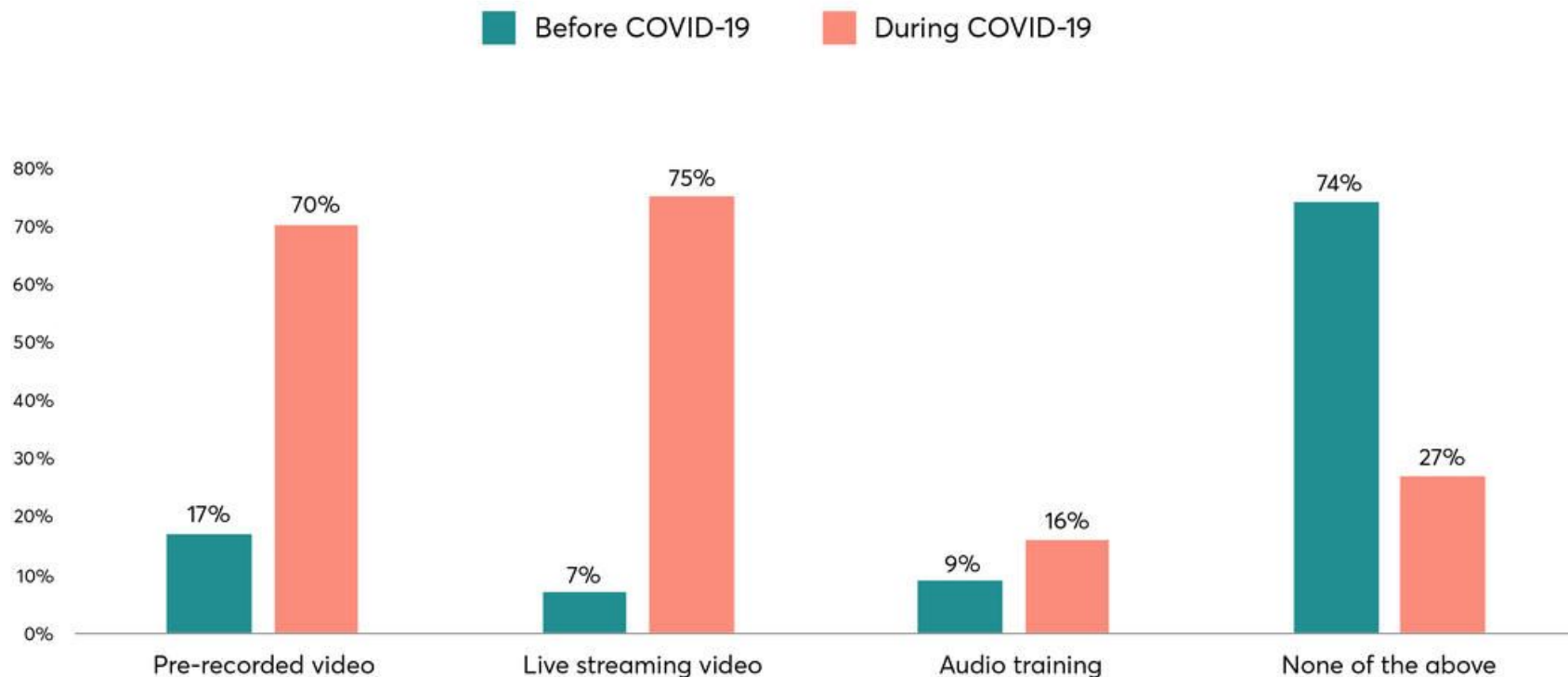
Fitness Studio Analysis with Classpass.com

Selenium Web Scraping Insights

Background

- Classpass provides its subscribers with access to a wide range of fitness studios, gyms, and other wellness offerings and can be considered a reasonable snapshot of local fitness industries, which tend to be highly fragmented
 - Virtual fitness has been a rapidly growing trend since the pandemic
 - ◆ Usage of pre-recorded and livestream workouts have increased dramatically in the past year and will likely retain popularity in the long term
 - According to the [2021 Mindbody Wellness Index](#), NYC is ranked as the fourth healthiest city in America. The cities that ranked higher are **1)** Miami, FL; **2)** Atlanta, GA; and **3)** San Francisco, CA
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Video workout types before and during COVID-19



Key Questions

1. How do fitness trends in the NYC area compare to those of other wellness-focused cities, and what are some areas of opportunity?
2. What proportion of venues have added livestream services to their offerings?
 - a. Do studios with livestream offerings rate higher than studios without?
 - b. Are these studios more popular?
3. What types of traditional fitness offerings and livestream offerings are the most popular?



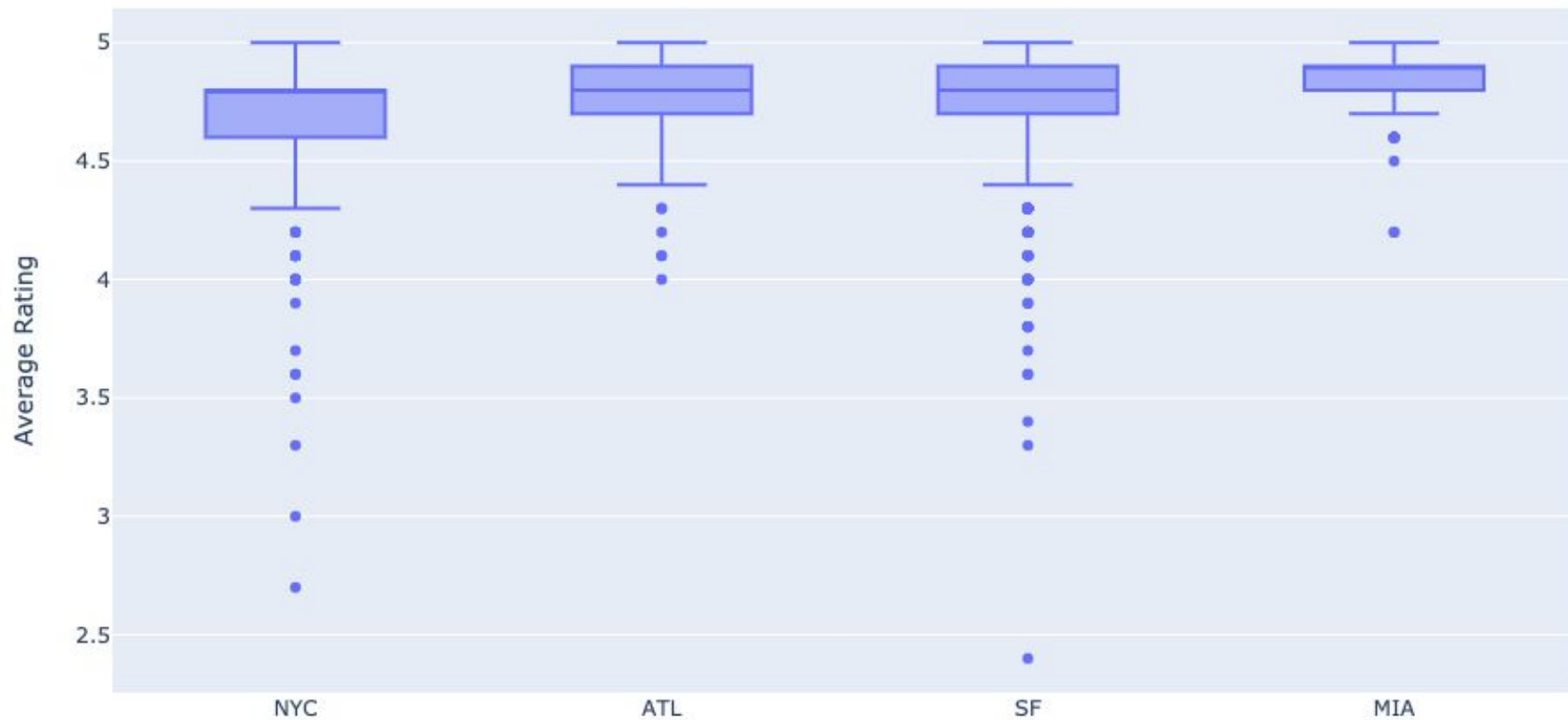
Top 4 Cities Overview

Studio Count by City

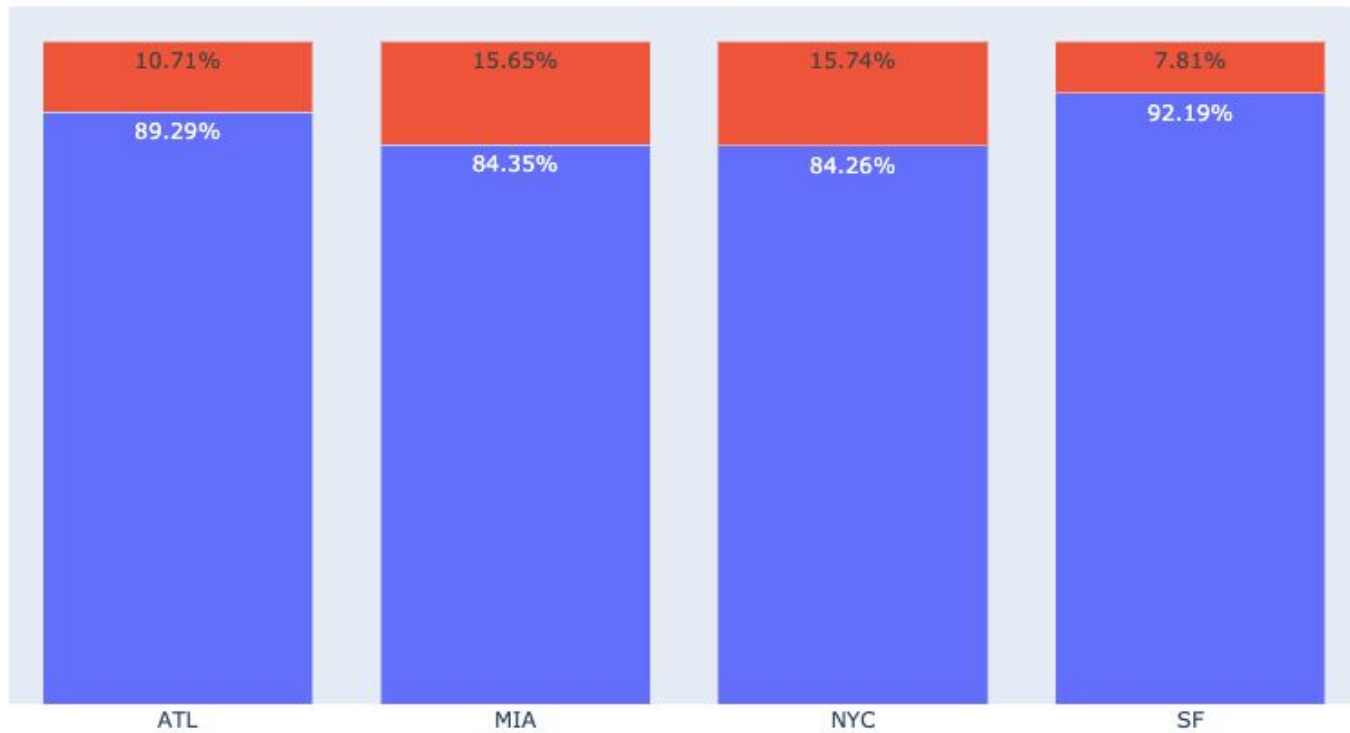


As the founding city for Classpass, it makes sense that NYC has the largest quantity of offerings among the top four cities.

Ratings Distribution



Livestreams by City



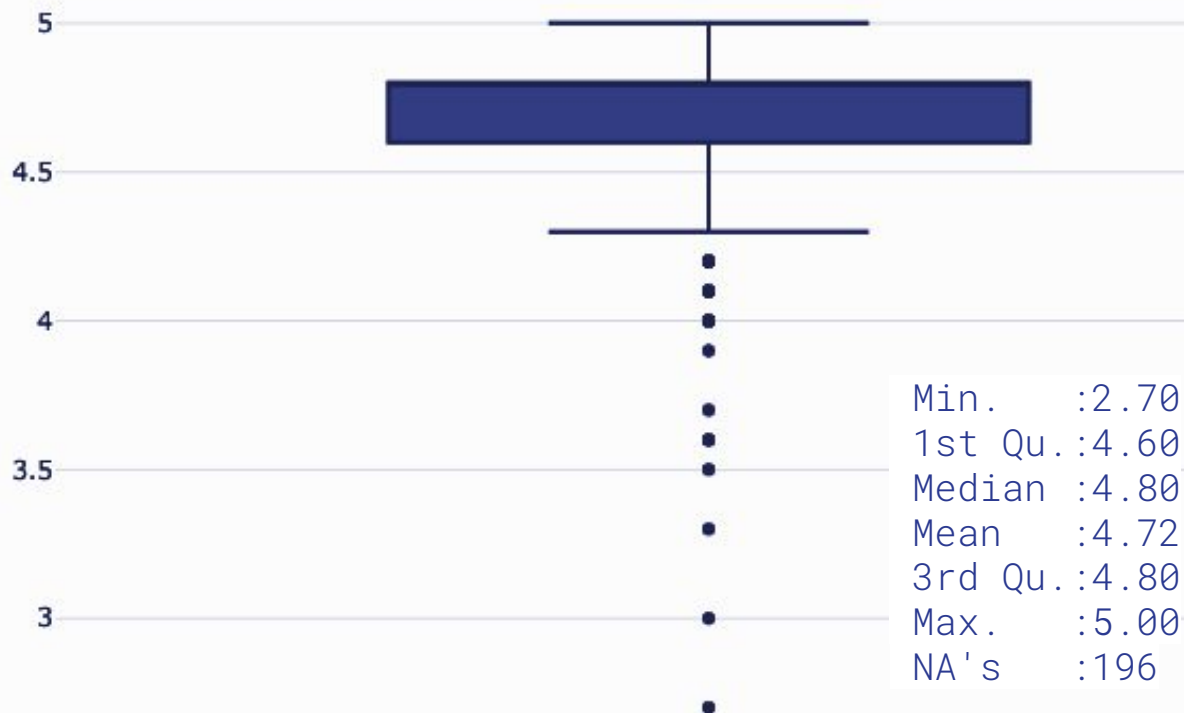
■ No Livestream
■ Livestream

A year into the pandemic, “Zoom fitness” is still a relatively new concept with room to grow; however, low adoption rates could be a sign of trouble ahead.



NYC Analysis: Ratings

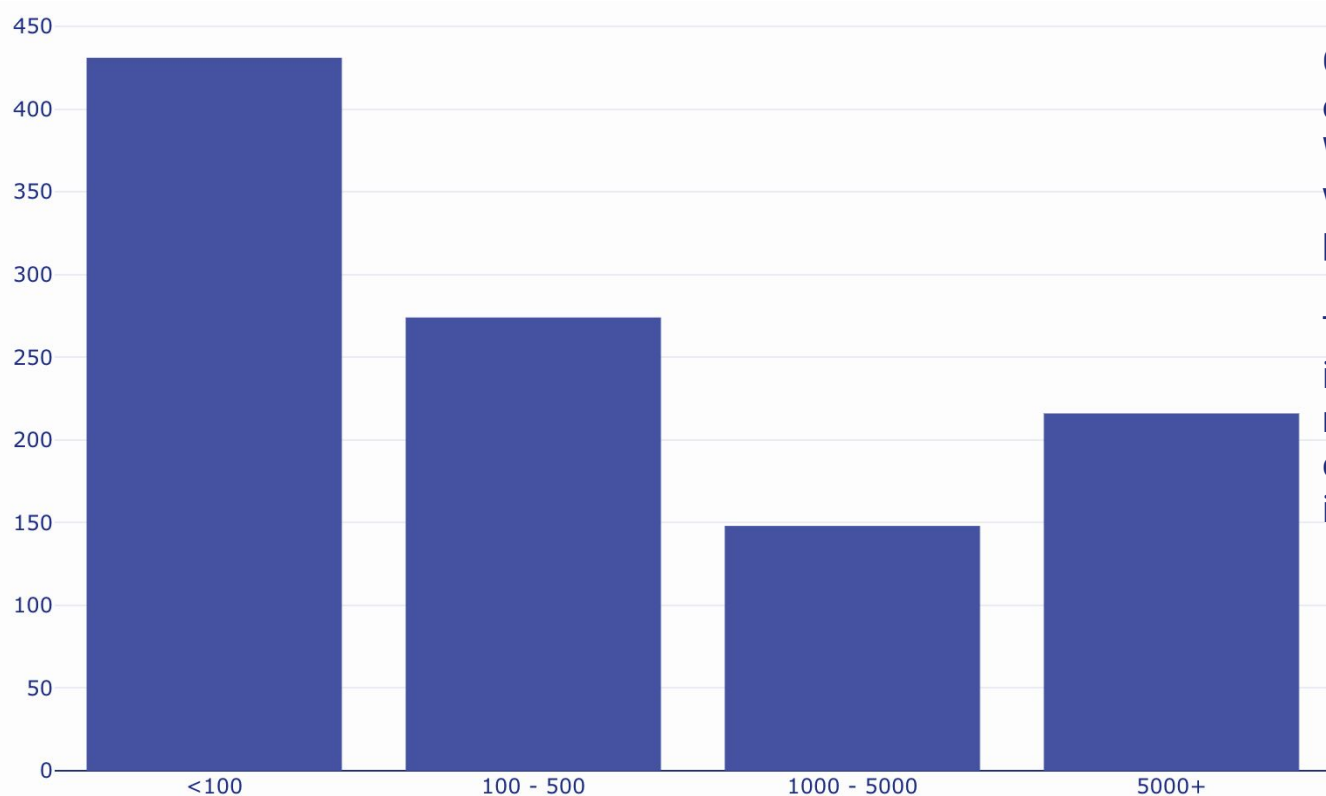
Ratings Distribution: NYC



Average studio ratings are positively skewed, with a mean of 4.72/5 stars and a large number of perfect 5.0 ratings.

Thus, the ratings are not very informative except that we should watch out for any score below ~4.4, as those indicate an outlier of subpar quality.

Number of Ratings

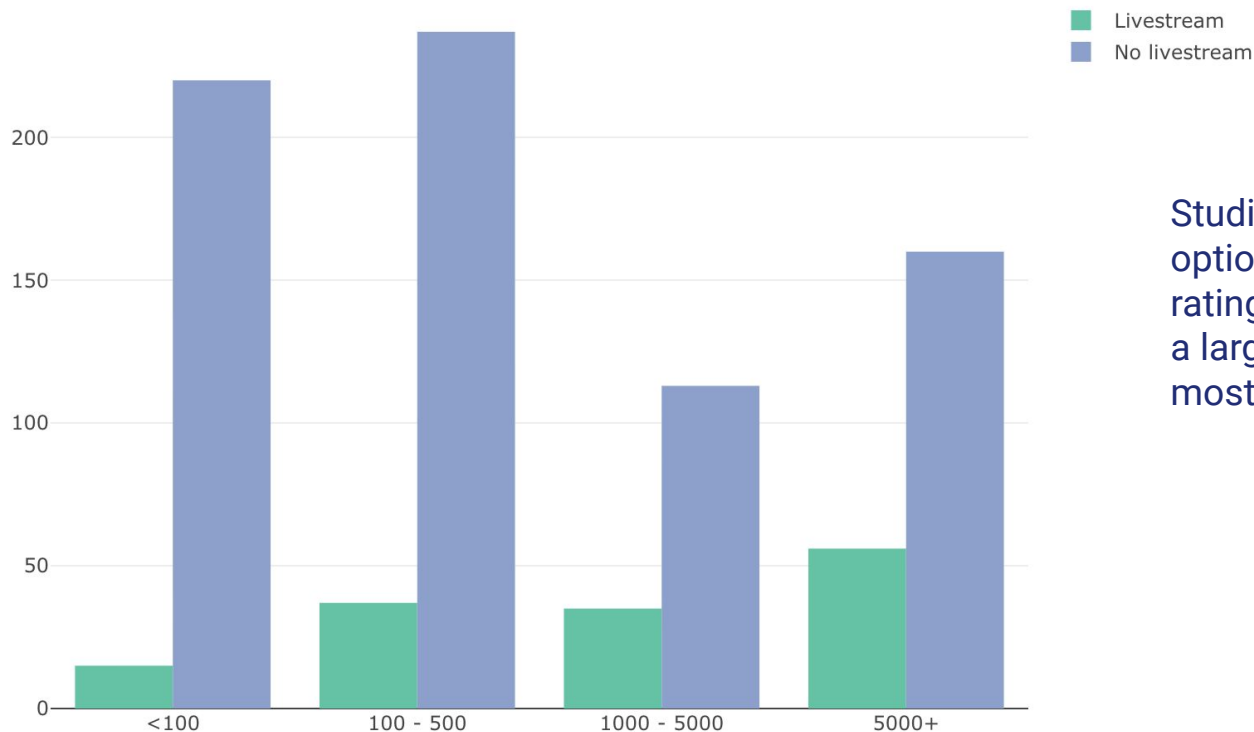


Classpass buckets the number of ratings for values above 100. We can assume the 216 studios with 5000+ ratings are the most popular.

These buckets provide less insight than an exact number of reviews and thus make it more challenging to compare individual businesses.

Livestream vs Non-Livestream Comparison

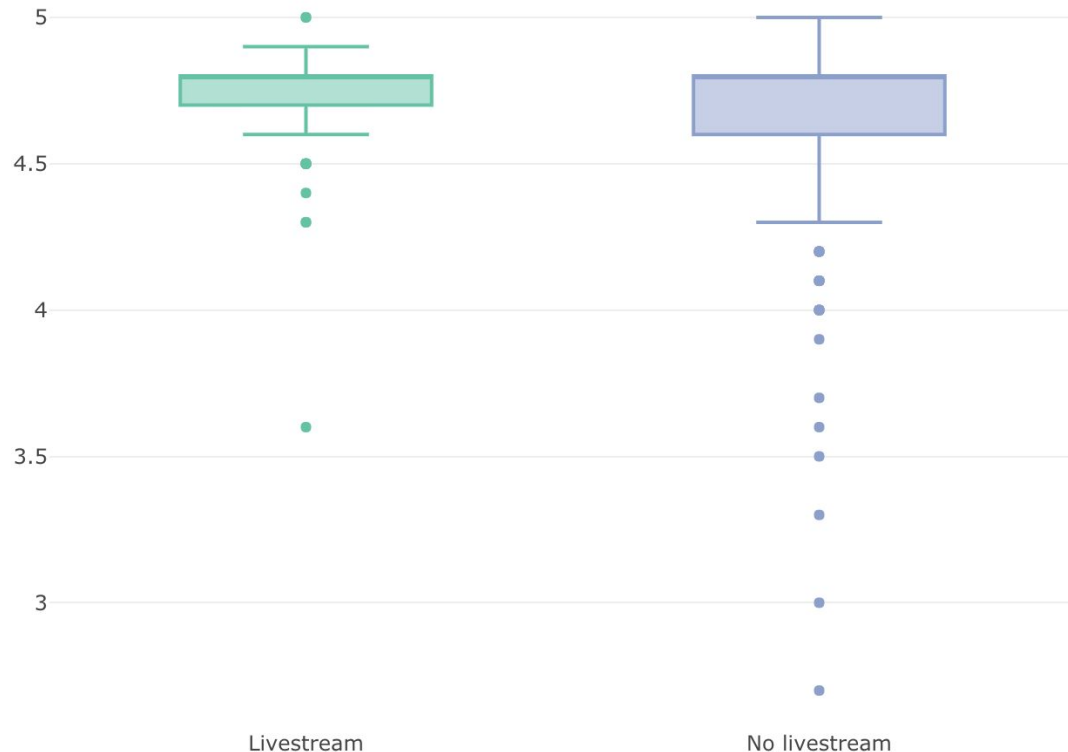
Are studios with livestream offerings rated more frequently than those without?



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.



NYC Trends: Tags Analysis

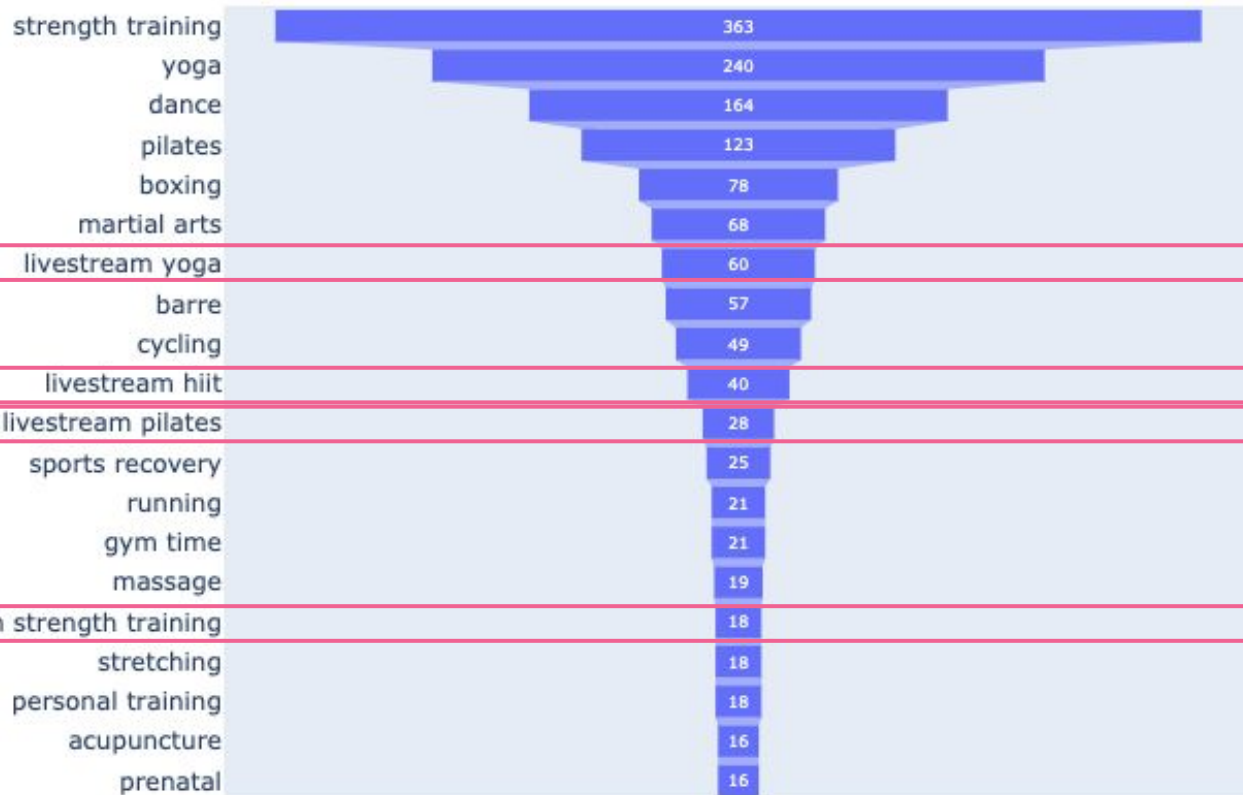
Top Studio Tags (20)



Strength training is by far the most popular offering.

This could certainly be an accurate reflection of consumer preferences, but could also be attributed to the relatively generalized and non-specific nature of the term.

Top Livestreams

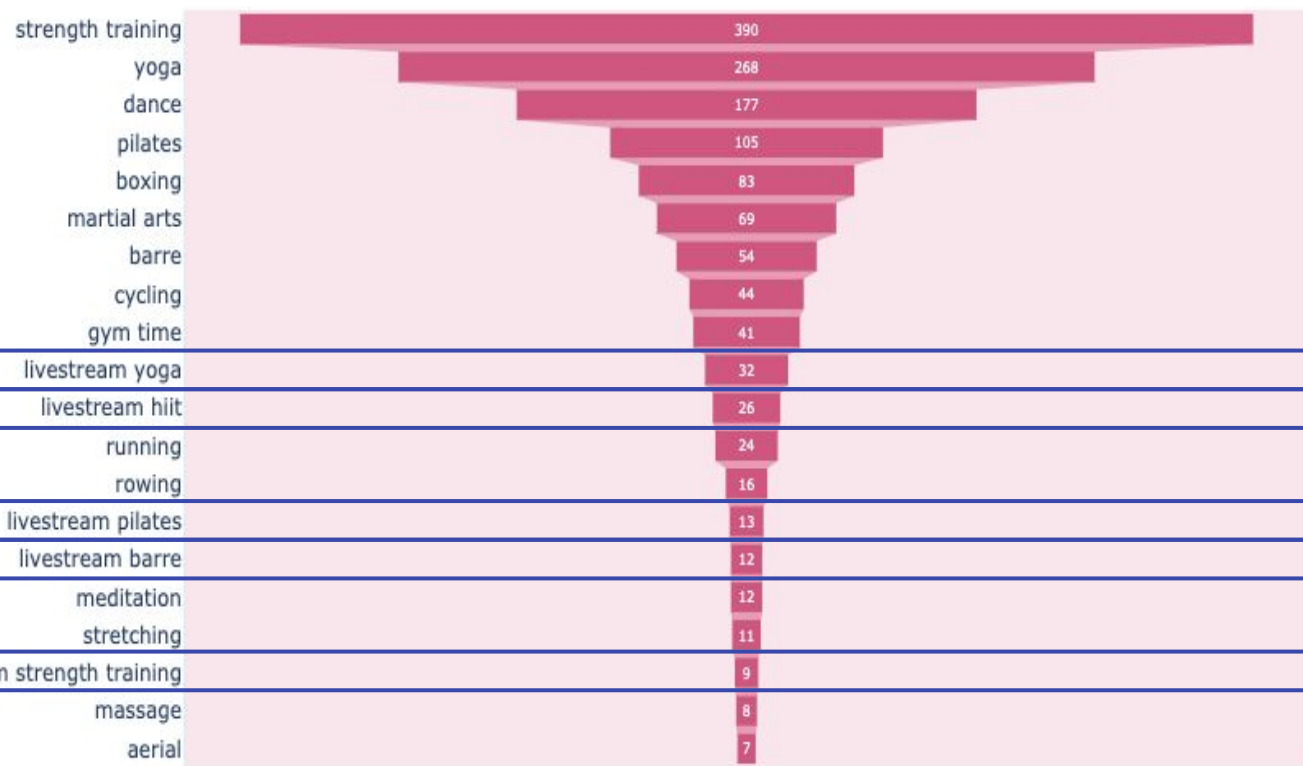


Interestingly, strength training is only the fourth most popular livestream offering, coming in behind livestream yoga, HIIT, and pilates.

The top livestream tags also seem to be the easiest to translate into a virtual/at-home format.

Livestream is notably absent from this list.

Top Tags: MIA, ATL, SF



The top tags in the other three cities are very similar to those in NYC.

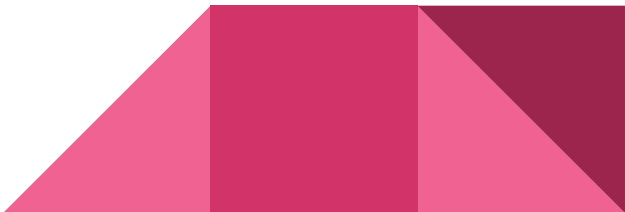
For virtual workouts, strength training and barre have some of the best opportunities for growth.

Key Takeaways

- Regardless of “healthiest” rankings, NYC has a strong and relatively crowded network of fitness studios
- Livestream adoption rates for various cities is still relatively low at 7-15%
 - In order to remain competitive and stay relevant in the industry, it would be helpful for fitness studios to invest heavily in improving their livestream offerings
- Workout trends in the four healthiest cities are quite similar; the largest growth opportunities are in livestream strength training and livestream dance



Further Analysis

- Because of the bucketed ratings and almost uniformly high reviews, it's difficult to determine which studios on Classpass are the highest performing. We can gain better insight by cross-referencing reviews on Yelp or Google reviews and performing sentiment analysis on livestream classes
 - Other insights and competitive analysis on the fitness industry can be sourced from companies such as Peloton, Variis by Equinox, or Nike Training Club
 - Another up-and-coming fitness trend is “snackable” workouts, or workouts lasting 30 minutes or less. These are very practical with the livestream/at-home format. Workout duration analysis would be an interesting idea to explore.
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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