ONYX DATA

DATADNA DATASET
CHALLENGE
FITNESS MEMBERSHIP DATASET
- JULY 2025

ONYX DATA

SPONSORS

zoomcharts   Microsoft Fabric - UK User Group   ‹packt›   bcs The Chartered Institute for IT   DATA CAREER JUMPSTART   SF   ENTERPRISE DNA
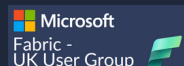
onyxdata.co.uk

HOW TO PARTICIPATE

1 - Scan the QR code and download the dataset.

2 - Visualise the dataset using any tool of your choice.

HOW TO SUBMIT YOUR ENTRY TO THE MAIN CHALLENGE

1 - Follow Onyx Data on LinkedIn
(it's ok if you already follow Onyx Data).
2 - Share a LinkedIn post on your profile with your visualisation image and tag directly using @ mention to @OnyxData @ZoomCharts, @EnterpriseDNA, @BCS, The Chartered Institute for IT, @Smart Frames UI, @Data Career Jumpstart and the hashtag #dataDNA.
3 - In your post, share an image of your visualisation or dashboard
(remember, it must be a single image).
4 - Complete the entry form.

HOW TO SUBMIT YOUR ENTRY TO THE ZOOMCHARTS MINI CHALLENGE

1. Register for the ZoomCharts Mini Challenge
receive a Drill Down Visuals Developer License for Power BI.
2. Create a Power BI report including at least 2 ZoomCharts Drill Down Visuals!
3. Submit your entry here to be verified.
(If your submission doesn't match the challenge criteria, you will be notified by email, so make sure you will have time for revision and resubmission if needed. Feel free to resubmit entry as many times as necessary before the deadline)
4. Follow ZoomCharts on LinkedIn
(https://www.linkedin.com/company/zoomcharts/)
5. Share a LinkedIn post on your profile that contains
@ZoomCharts, @OnyxData, @EnterpriseDNA, @BCS, The Chartered Institute for IT, @Smart Frames UI and the hashtags #dataDNA, #builtwithzoomcharts.

CONTEXT

Fitness Membership Analytics Challenge: Optimize Retention, Revenue, and Engagement

In this challenge, you'll take on the role of a data analyst at MyGym, a fast-growing fitness center chain with multiple locations across California.

MyGym offers a wide range of membership tiers, subscription models, and amenities, including group classes, personal training, and multi-location access.

Gaining insights into how members engage with these services is crucial for optimizing operations and designing targeted, effective membership offers.

ANALYSIS DIRECTION

Use this dataset to develop an analytical report or dashboard that helps MyGym:

- Understand which member segments bring the most value
- Identify areas for pricing, subscription, or service optimization
- Improve customer experience through data-driven insights
- Optimize staffing and facility allocation across locations
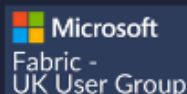- Explore trends in retention, usage, and upgrade behavior

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DataDNA
DATASET CHALLENGE

>>> **August 2025**
Latest submission date
24th August 2025

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Your Chance to Learn and Win Big!

>>> **1st place Wins Free BCS Membership, 2 eBooks from Packt The Data Analytics Interview Software worth $500 and 3 month's Free Access to EDNA!**
Top 5 entries win
- 2 books from Packt

Plus, enter mini challenges from ZoomCharts for a chance to win an additional $300 worth of Amazon Vouchers!

>>> Special Guest Judge -

Ashish Babaria

OPEN TO ALL DATA VISUALISATION TOOLS!

YOUR STRATEGIC
DATA AND AI PARTNER

Unlock the full potential of your data with Onyx Data - your strategic partner for Data-Driven Success! Our results-driven framework provides end-to-end data strategy and execution services, from design to build.

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Visit us at https://onyxdata.co.uk