

User-Centric



Efficient  
subscripti  
ons



Clicks on Pay  
Now CTA



Lesser  
browse time



browse  
time



Average  
subscriptions  
value



Increase in Avg  
subscriptions  
value



#subscription order  
placed  

---

# membership  
browsed



browse time  

---

sessions



High value subscriptions  

---

Total subscriptions

Product-Centric



Increase in # of  
subscriptions



Frequency of subscriptions / user



Increase in  
Average  
subscriptionsValue



Number of high volume  
subscriptions from multiple gyms

Total number of high value  
subscriptions



Avg time taken / subscriptions



# of Concurrent  
subscriptions

Time-frame = 1 month



Implies metric magnitude