

GYM MEMBER ANALYSIS

UNDERSTAND YOUR CUSTOMER

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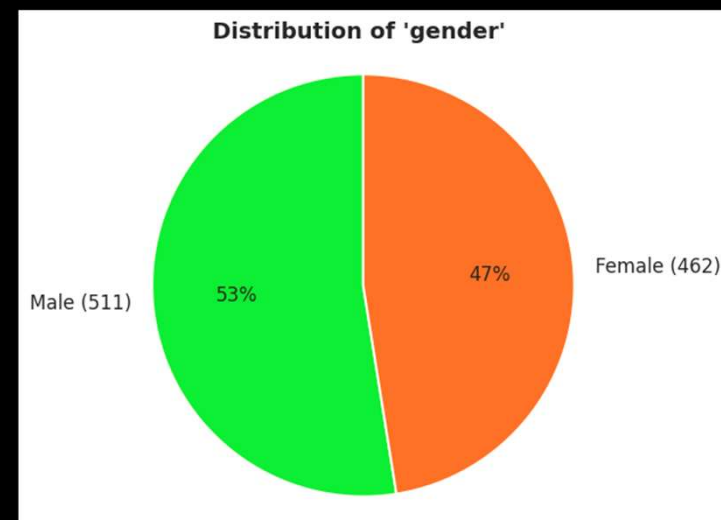
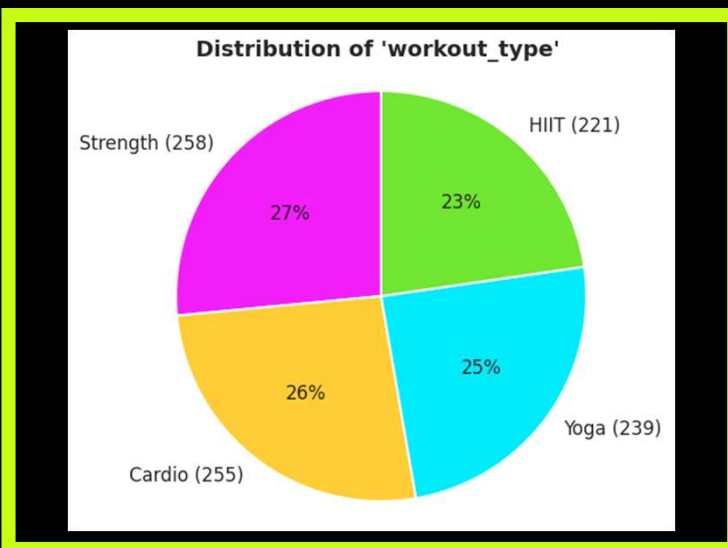
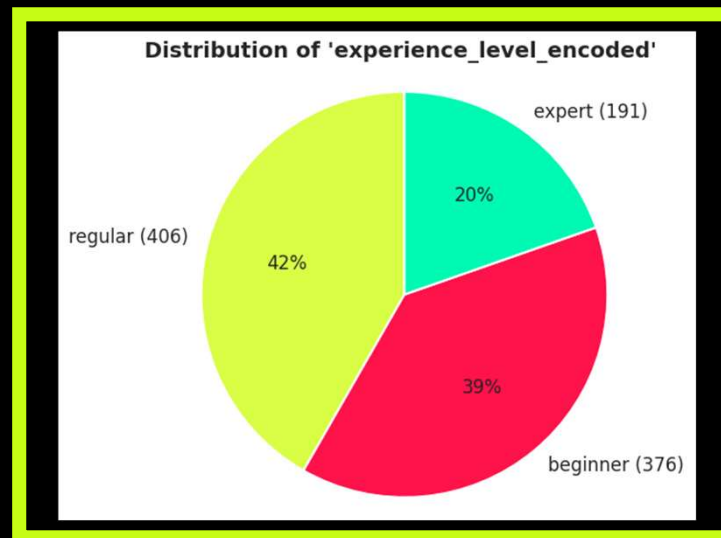
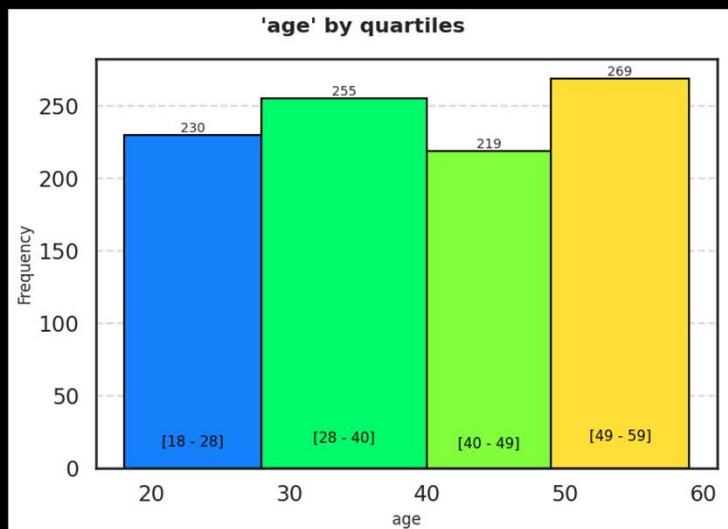


A man is shown from the side, lifting a barbell with a large weight plate. He is in a gym setting with a brick wall and a door in the background. The image is partially obscured by a black diagonal overlay on the right side.

THE **AVERAGE** CUSTOMER

- Male
- Age 35 - 45
- Does ~ 1,2 - hour strength training sessions
- Total of 3 - 4 hours spent at gym weekly

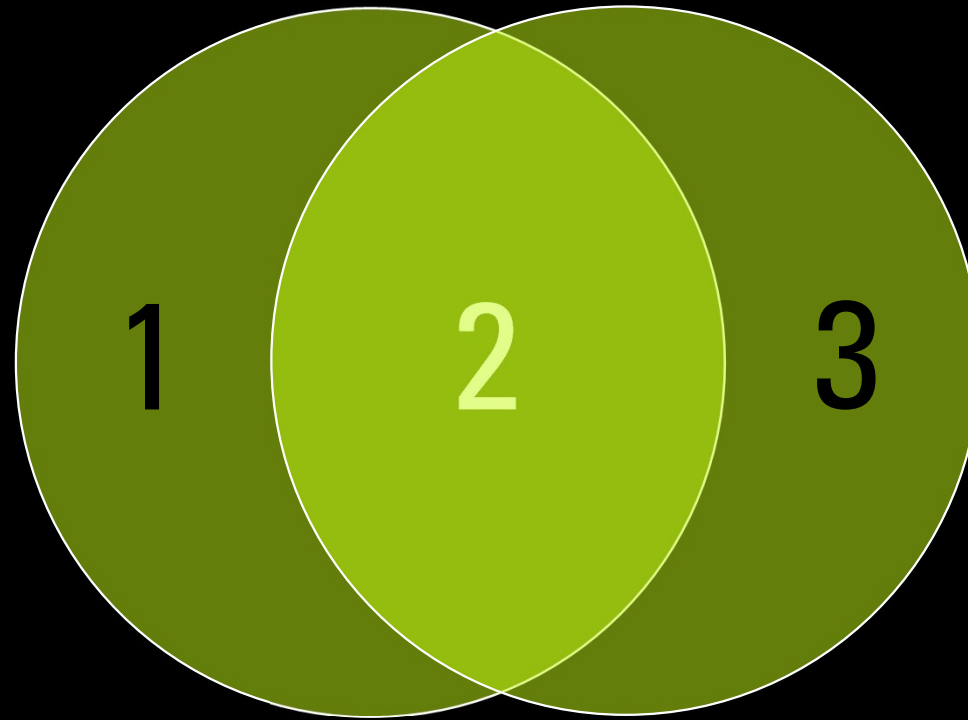
In general, the distribution of gender, age, experience and workout preference are quite uniform among gym members.



DISTRIBUTIONS

GROUP 1

- 20 % of all members
- 87.5% male
- BMI classified either obesity or morbid obesity



GROUP 3

- 26% of all members
- 68.1% female
- BMI classified underweight or fat percentage underfat

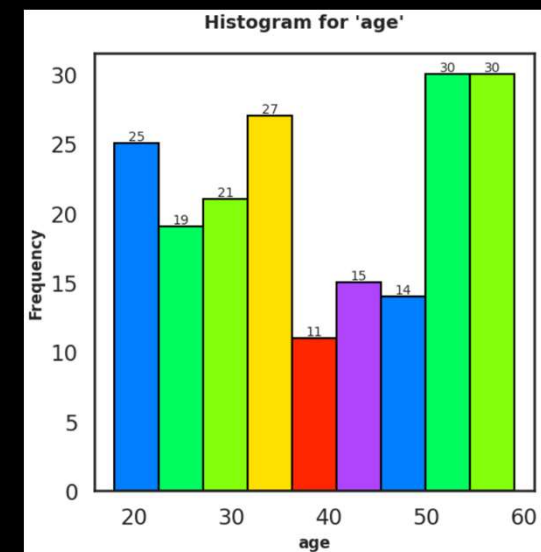
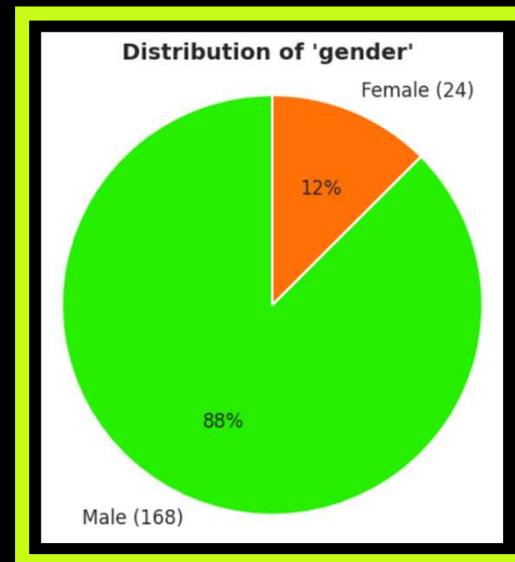
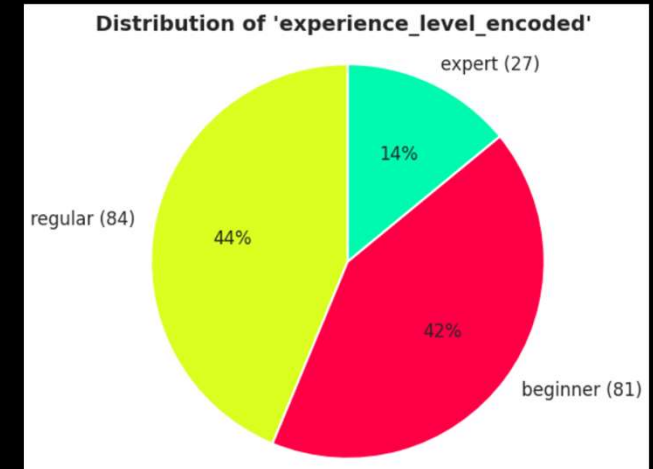
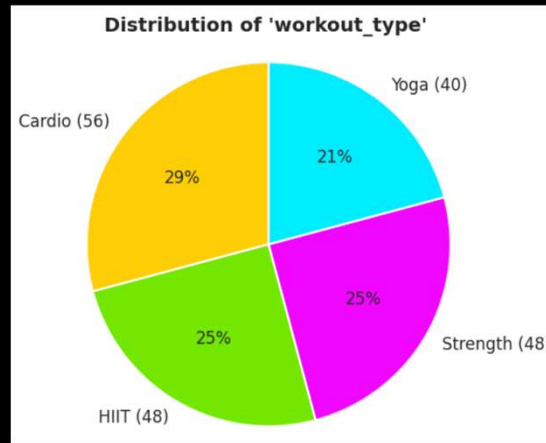
GROUP 2

- 54% of all members
- 50% male / 50% female
- No members from group 1 or 2

RECOGNIZING SEGMENTS

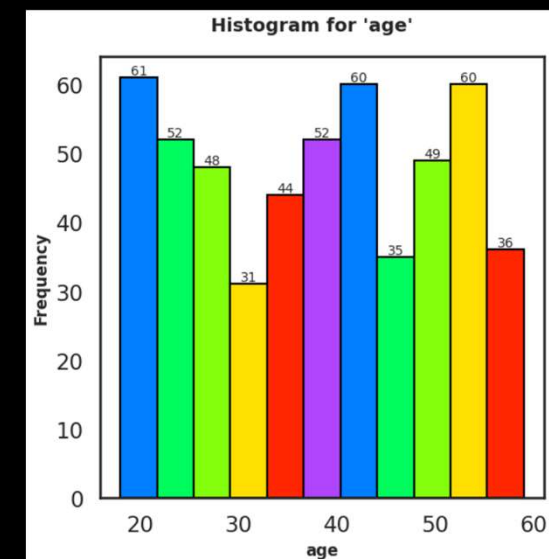
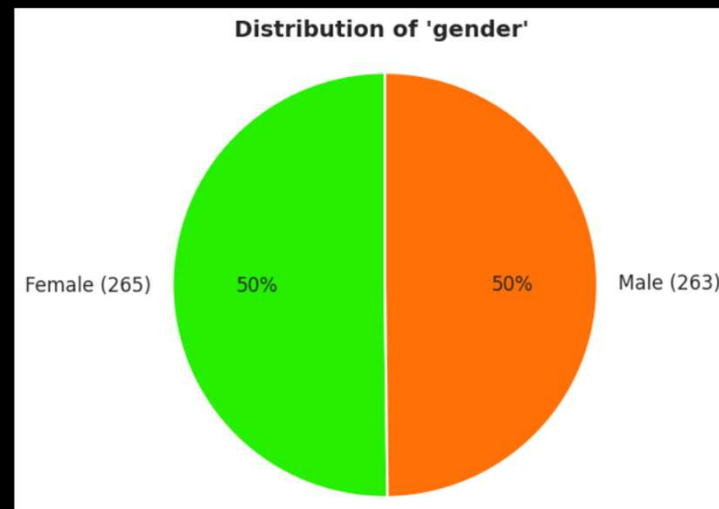
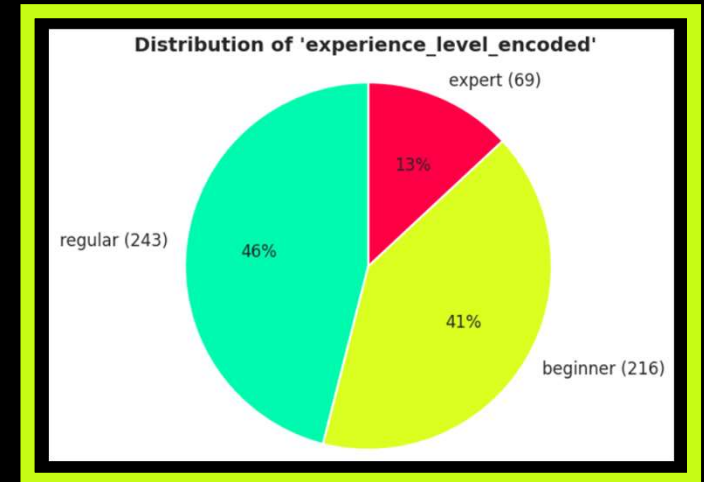
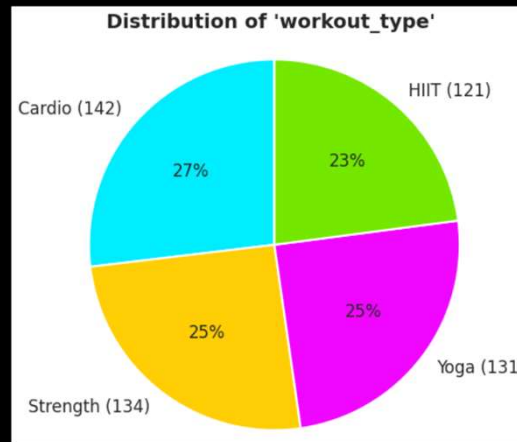
GROUP 1

- Mostly beginners or regulars
- Most popular exercise types **cardio** and strength / HIIT
- Biggest single age bracket in this group: 50 – 59
- Most popular workout frequency 3 times per week with **short** session times



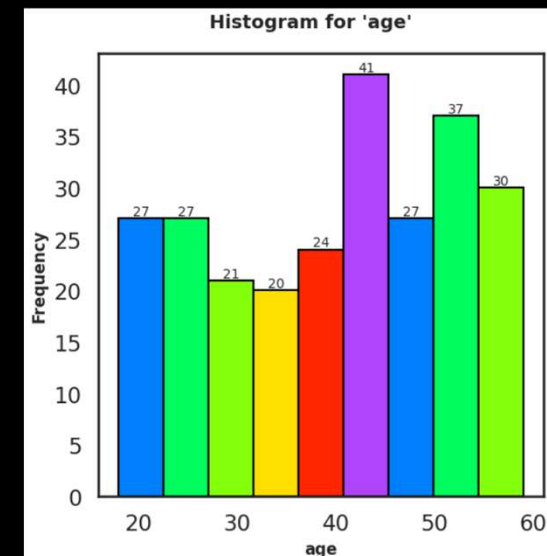
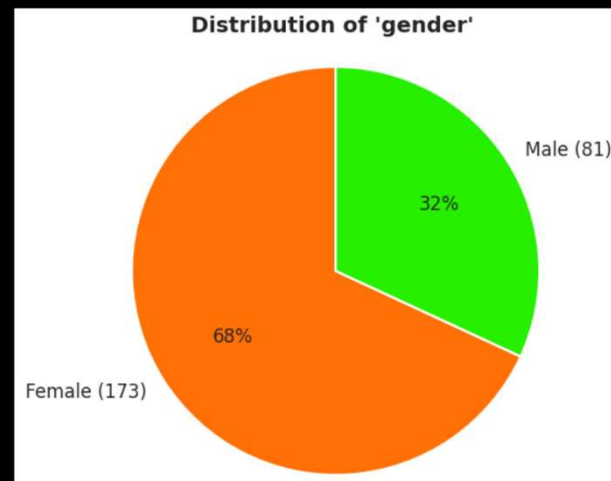
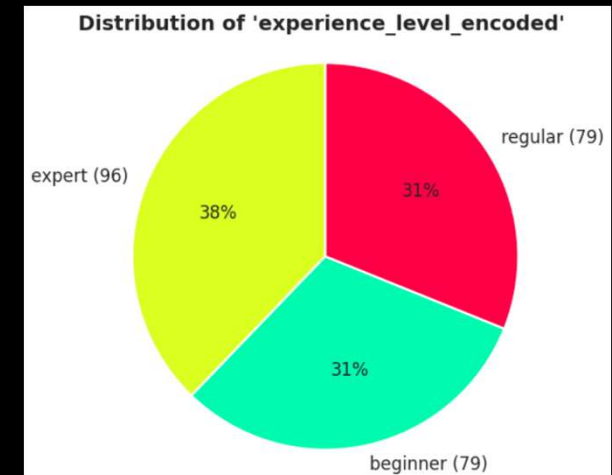
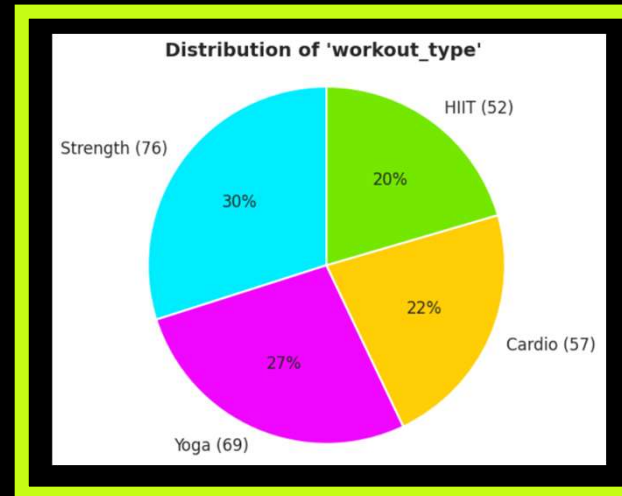
GROUP 2

- Mostly beginners or regulars
- Most popular exercise types **cardio** and strength / yoga
- Distribution uniform across age groups
- Most popular workout frequency 3 times per week with **average** session times



GROUP 3

- More experts than in other groups
- Most popular exercise types **strength** and **yoga**
- Biggest single age bracket in this group: 40 – 55
- Most popular workout frequency 4 times per week with **long** session times



IN SUMMARY

Beginner and regular gym members have mostly the same preferences with cardio and strength training as the most popular workout types.

Beginners make big part of any age group.

The more experienced the member the more they spend time at the gym.



The background of the slide features a close-up, black and white photograph of several dumbbells. The dumbbells are arranged in rows, with the focus on the front ones. The word "THANK" is repeated in a large, outlined, yellow-green font across the top right and bottom right of the image. A diagonal yellow-green line runs from the top right towards the bottom left, separating the text from the dumbbell imagery.

THANK YOU

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