

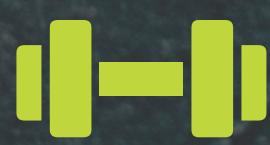
**NOVA IMS**

MASTER'S IN DATA SCIENCE AND ADVANCED ANALYTICS  
WITH SPECIALIZATION IN BUSINESS ANALYTICS

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# NOVA UP

WITHOUT DETERMINATION AND FOCUS  
THERE IS NO  
**CONQUEST**



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# Executive Summary:

NovaGym is a group of gyms all around Portugal. Currently there are three different gyms from north to south of the country: Nova Gym LX, Nova Gym OPO and Nova Gym FAO. All the three gyms work in the same way and have the same plans, promotions, exercising machines, classes (zumba, cycling and box) and architecture.

Our mission is to bring affordable physical training and professional monitoring to everyone and also to make a healthy body and mind something sexy. It's with this goals in mind that we developed three different plans for our clients:

- **Smart Cost Plan:** this plan was specially designed for those who don't have that much time/money to spend in a gym or just for those who are still discovering their passion for exercise. This plan is perfect for those who are interested in having some contact with the exercising machines in a more independent way; and want to do things at their own rhythm.
- **Standard Plan:** for the lovers of groups classes but who still want their independence, this plan is for them! Exercising machines and all kind of classes one can imagine, this plan has them both. It was designed with the more hybrid clients in mind, those who never know if they prefer classes or machines.
- **Up Plan:** the most complete plan. It has it all: pool; classes; machines; personal trainers and nutritionists. This plan was made for those who take their gym life more seriously than anything in this world, but it is also perfect for those who want some help to start a healthy life.

	Machines	Classes	Pool	PT	Balneary	Nutri. Evaluation	Price (EUR/month)	
Smart Cost	✓	✗	✗	✗	✗	✗	15	
Standard Plan	✓	✓	✗	✗	✓	✗	35	
Up Plan	✓	✓	✓	✓	✓	✓	60	

Table 1 - NovaUp Plans. Prices with tax included.

On top of these great plans with fantastic prices, our gyms offer some of the best promotions in the market:

- **Fitness lover:** The customers who have won giveaways conducted as part of social media marketing campaigns, will receive a 30% discount, off every monthly fee.
- **Student Discount:** The client must provide proof that they're a student and then they will get 10% off every monthly fee.

The discounts are not cumulative; meaning, for example, that a client who has the Student Discount cannot have any other discount.

It is important to clarify that a customer can only be going to one gym only and the payments must be made always in the same way: debit or transfer.

# ERD DIAGRAM

