

Yoga Studio Data Analysis

Presented by Phil Dinh

Data details

- Sessions are offered **50** weeks per year
- Sessions are offered six days a week, with Sundays off
- Participants pay flat rate of **\$15** per session
- **50%** of participants would switch to other sessions
- Per session costs of **\$50** for teachers, **\$30** for studio costs
- Monthly costs of **\$2000** for rent, **\$1500** for operations

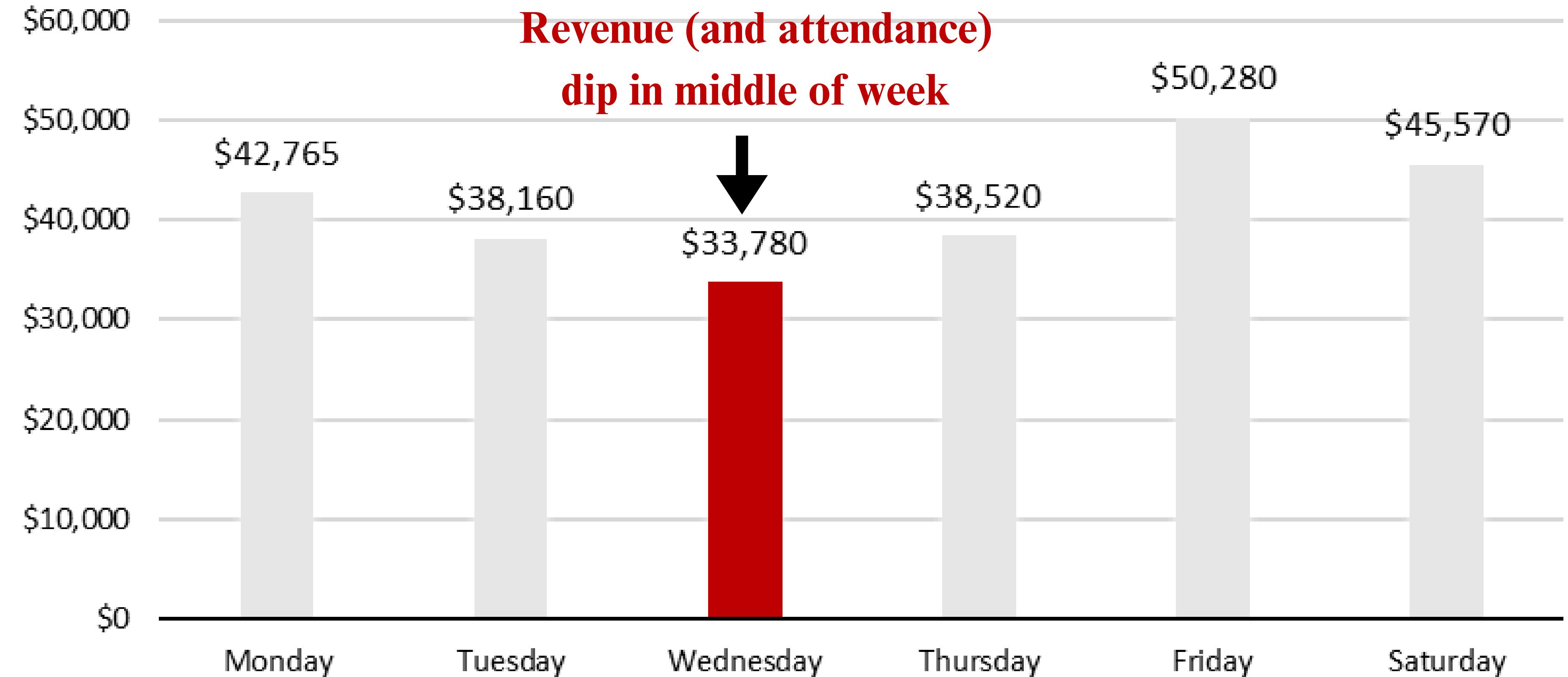
Project goals

- Improve studio **ROI** by focusing on high-profit sessions
- **50%** of participants would switch to other sessions (**when cancel sessions**)

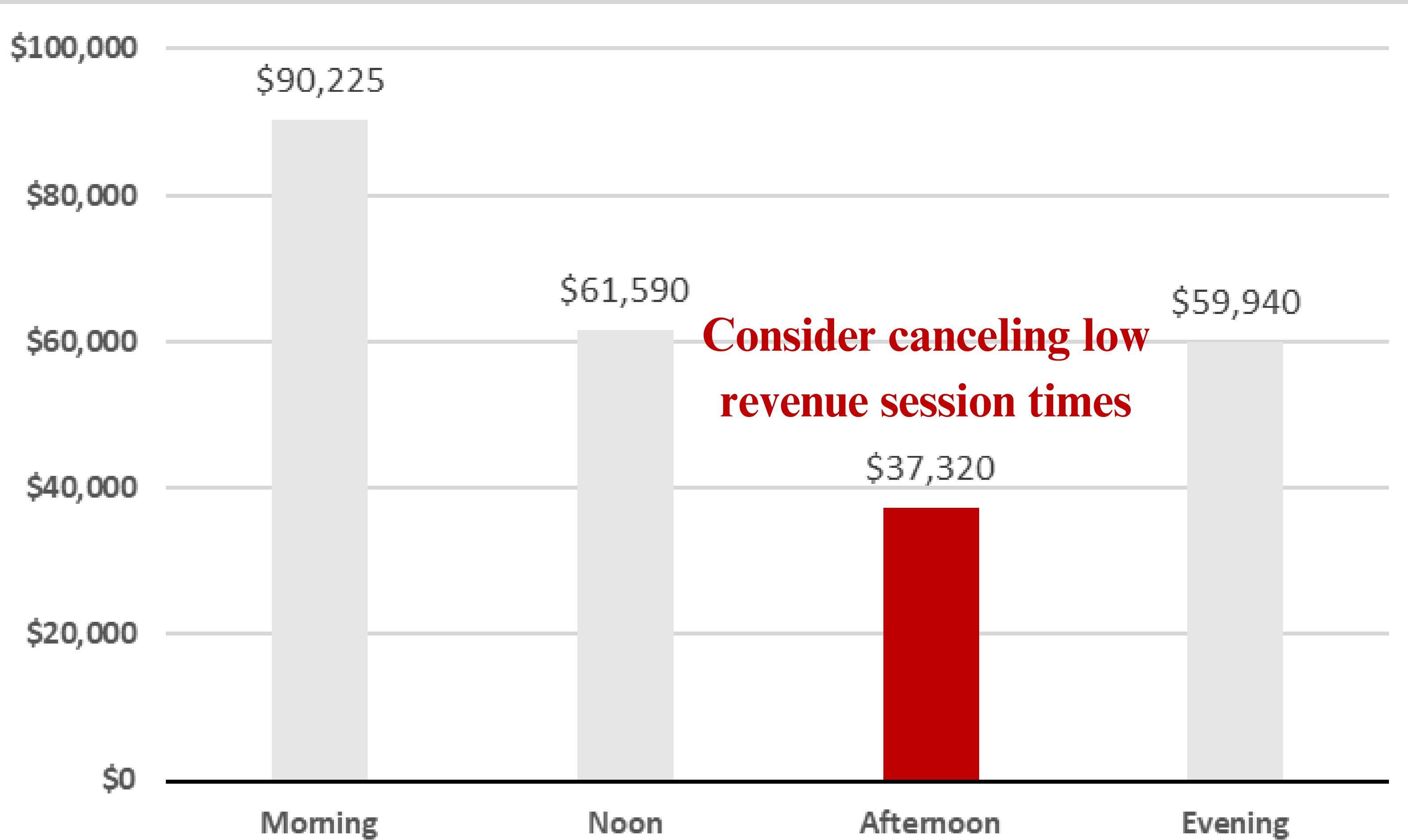
Recommendations

- **Cancel low-revenue** afternoons and Saturday evenings
- Long-term, in-depth courses of training in technique
- Training courses for aspiring yoga teachers
- Live, online yoga classes for other time zones
- Develop social media presence for studio and teachers
- Develop more content for social platforms
- **Deploy promotion** to attract new customers

Average Revenue by day of week



Average Revenue by Time of Day



Average Revenue by Day and Time

\$115 is operational cost per session

■ Morning ■ Noon ■ Afternoon ■ Evening

\$400

\$350

\$300

\$250

\$200

\$150

\$115

\$50

\$0

Most afternoon sessions barely exceed costs

Saturday
evening
loses
money

\$109

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

\$151

\$100

\$105

\$105

\$177

↓



Average Revenue by Day and Time

\$115 is operational cost per session

■ Morning ■ Noon ■ Afternoon ■ Evening

\$400

\$350

\$300

\$250

\$200

\$150

\$115

\$50

\$0

Recommendation: Cancel low revenue session times

Monday

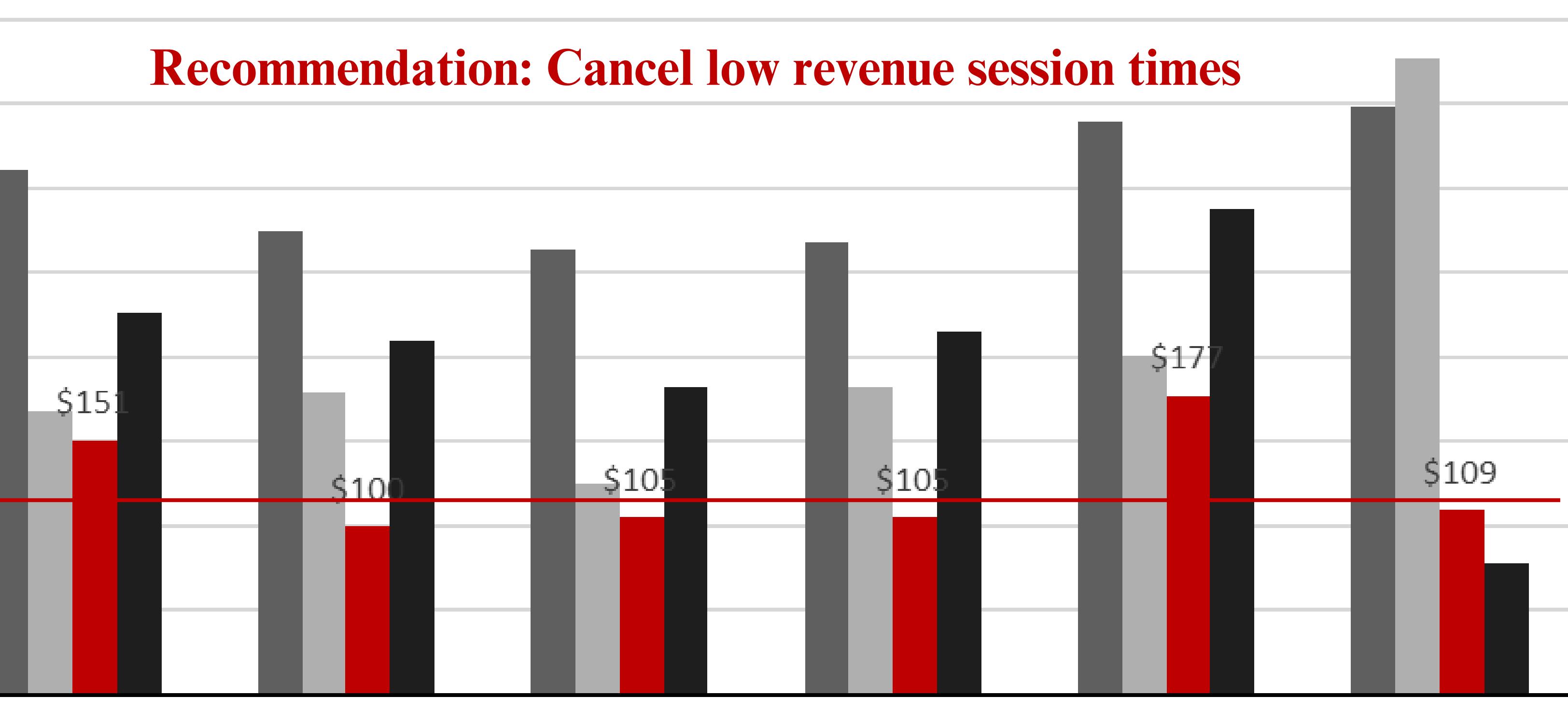
Tuesday

Wednesday

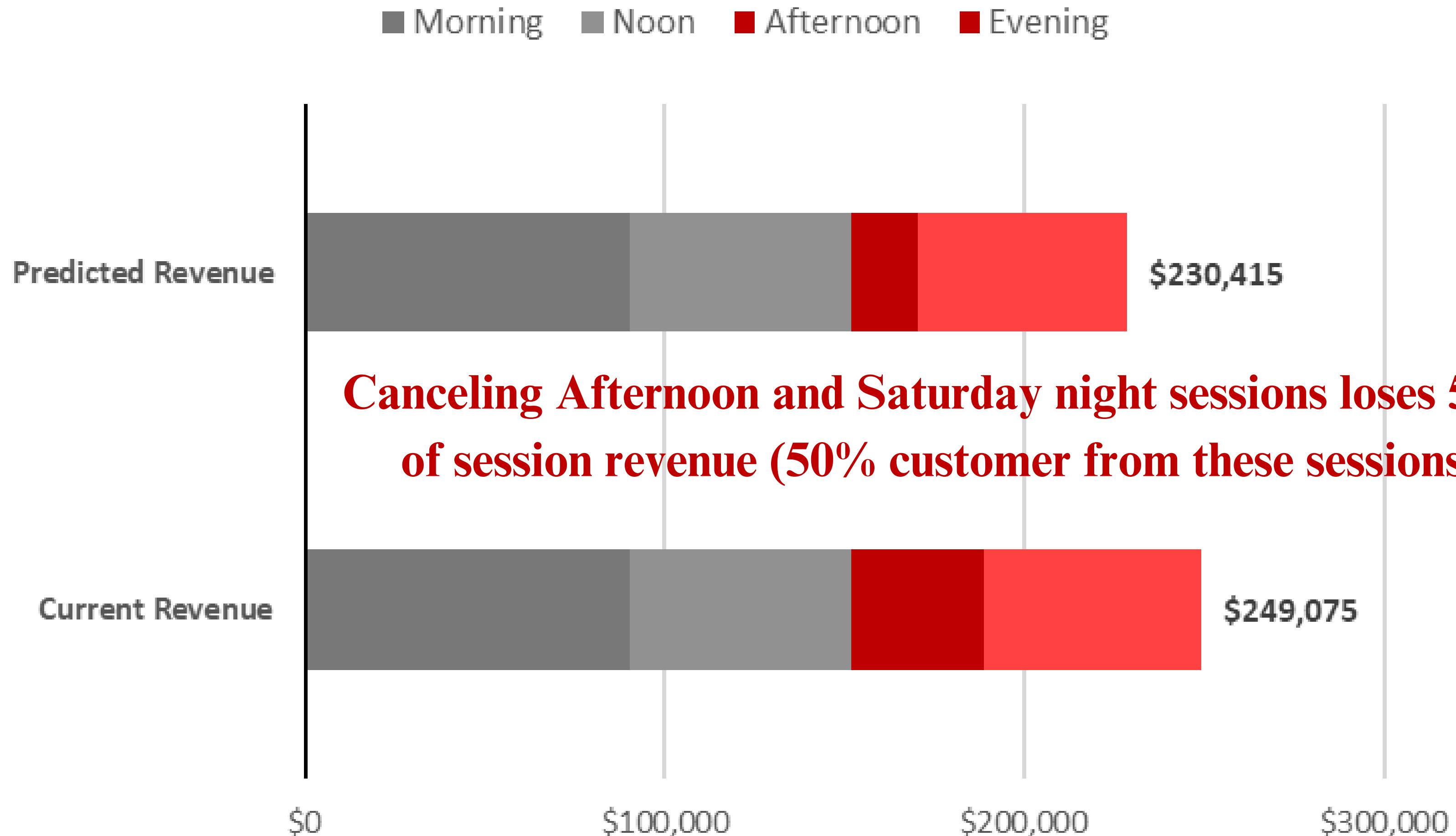
Thursday

Friday

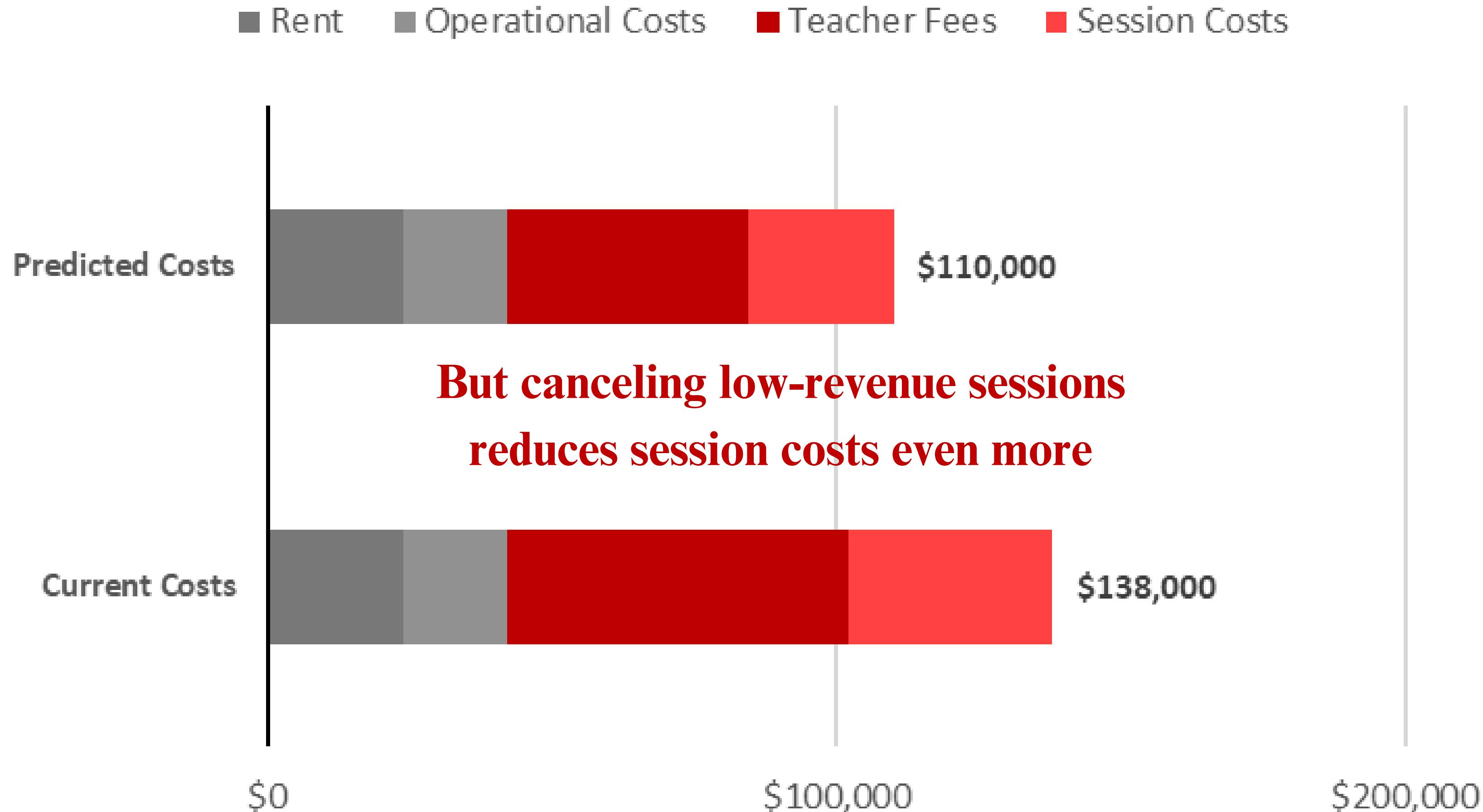
Saturday



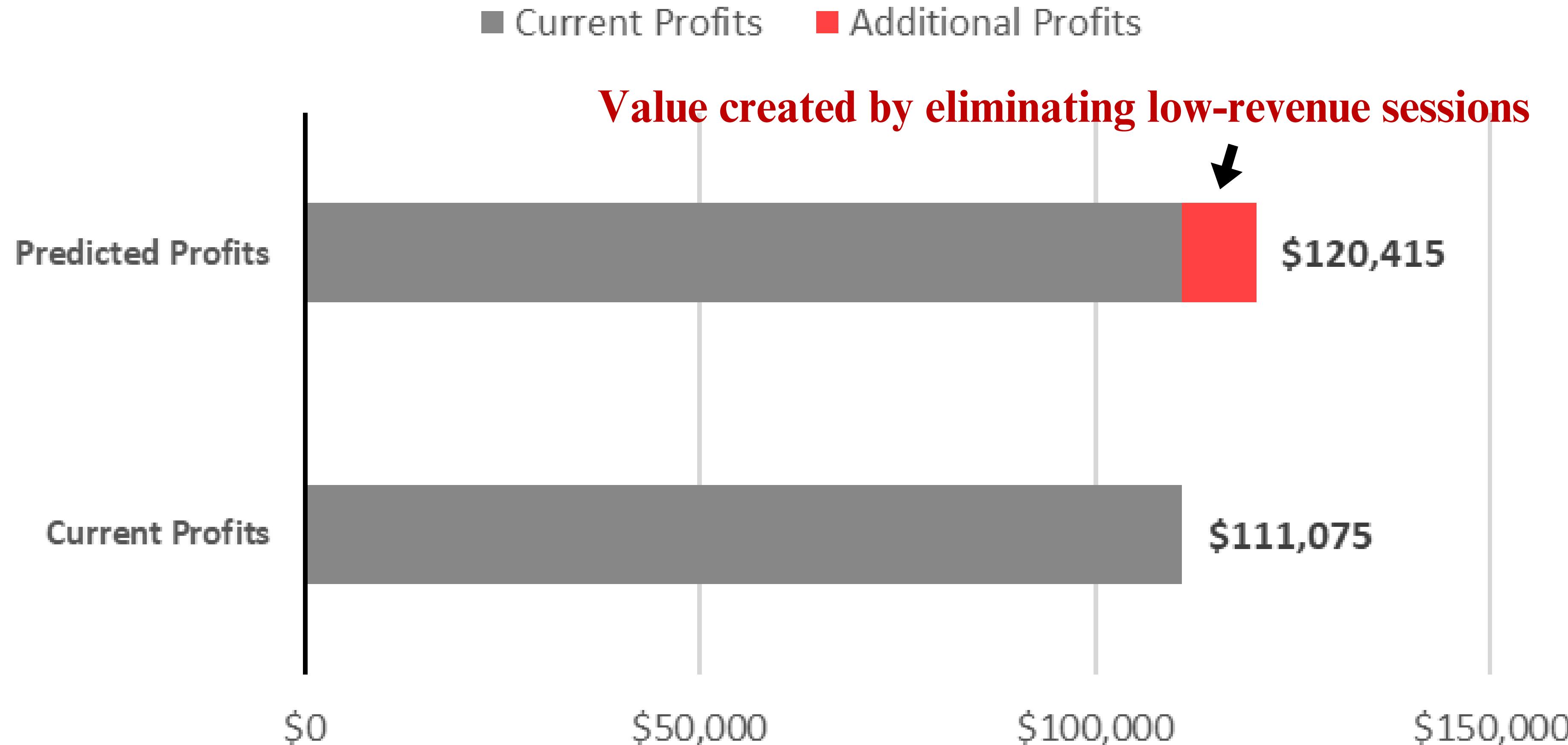
Current and Predicted Annual Revenue



Current and Predicted Annual Costs



Current and Predicted Annual Profits



Current schedule

- 1200 sessions per year
- Revenue: \$249,075
- Cost: \$138,000
- Profit: \$111,075

ROI: 80%

Proposed schedule

- 850 sessions per year
- Revenue: \$230,415
- Cost: \$110,000
- Profit: \$120,415

ROI: 108%

Recommendations

- **Cancel low-revenue** afternoons and Saturday evenings
- Long-term, in-depth courses of training in technique
- Training courses for aspiring yoga teachers
- Live, online yoga classes for other time zones
- Develop social media presence for studio and teachers
- Develop more content for social platforms
- **Deploy promotion** to attract new customers

Appendix

Day	Time	Class	Attendance	Revenue	Avg Attendance	Avg Revenue
Monday	Morning		50	1,035	\$ 15,525	20.7 \$ 311
Monday	Noon		50	561	\$ 8,415	11.2 \$ 168
Monday	Afternoon		50	502	\$ 7,530	10.0 \$ 151
Monday	Evening		50	753	\$ 11,295	15.1 \$ 226
Tuesday	Morning		50	916	\$ 13,740	18.3 \$ 275
Tuesday	Noon		50	595	\$ 8,925	11.9 \$ 179
Tuesday	Afternoon		50	333	\$ 4,995	6.7 \$ 100
Tuesday	Evening		50	700	\$ 10,500	14.0 \$ 210
Wednesday	Morning		50	880	\$ 13,200	17.6 \$ 264
Wednesday	Noon		50	417	\$ 6,255	8.3 \$ 125
Wednesday	Afternoon		50	349	\$ 5,235	7.0 \$ 105
Wednesday	Evening		50	606	\$ 9,090	12.1 \$ 182
Thursday	Morning		50	893	\$ 13,395	17.9 \$ 268
Thursday	Noon		50	607	\$ 9,105	12.1 \$ 182
Thursday	Afternoon		50	350	\$ 5,250	7.0 \$ 105
Thursday	Evening		50	718	\$ 10,770	14.4 \$ 215
Friday	Morning		50	1,130	\$ 16,950	22.6 \$ 339
Friday	Noon		50	671	\$ 10,065	13.4 \$ 201
Friday	Afternoon		50	590	\$ 8,850	11.8 \$ 177
Friday	Evening		50	961	\$ 14,415	19.2 \$ 288
Saturday	Morning		50	1,161	\$ 17,415	23.2 \$ 348
Saturday	Noon		50	1,255	\$ 18,825	25.1 \$ 377
Saturday	Afternoon		50	364	\$ 5,460	7.3 \$ 109
Saturday	Evening		50	258	\$ 3,870	5.2 \$ 77

Full data set, part 1

Revenue by day of week

Day	Total Classes	Total Attendance	Total Revenue	Avg Attendance	Avg Revenue
Monday	200	2851	\$42,765	57.02	\$855
Tuesday	200	2544	\$38,160	50.88	\$763
Wednesday	200	2252	\$33,780	45.04	\$676
Thursday	200	2568	\$38,520	51.36	\$770
Friday	200	3352	\$50,280	67.04	\$1,006
Saturday	200	3038	\$45,570	60.76	\$911
Total	1200	16605	\$249,075		

Revenue by time of day

Time	Total Classes	Total Attendance	Total Revenue	Avg Attendance	Avg Revenue
Morning	300	6015	\$90,225	120.3	\$1,805
Noon	300	4106	\$61,590	82.12	\$1,232
Afternoon	300	2488	\$37,320	49.76	\$746
Evening	300	3996	\$59,940	79.92	\$1,199
Total	1200	16605	\$249,075		

Revenue by day and time

Day	Morning	Noon	Afternoon	Evening	Grand Total
Monday	\$21	\$11	\$10	\$15	\$57
Tuesday	\$18	\$12	\$7	\$14	\$51
Wednesday	\$18	\$8	\$7	\$12	\$45
Thursday	\$18	\$12	\$7	\$14	\$51
Friday	\$23	\$13	\$12	\$19	\$67
Saturday	\$23	\$25	\$7	\$5	\$61
Grand Total	\$120	\$82	\$50	\$80	\$332

Cost

Cost	Amount	Frequency	Quantity	Total	Per Class
Rent	\$2,000	Per Month	\$12	\$24,000	\$20
Operational Costs	\$1,500	Per Month	\$12	\$18,000	\$15
Teacher Fees	\$50	Per Class	\$1,200	\$60,000	\$50
Session Costs	\$30	Per Class	\$1,200	\$36,000	\$30
Total annual costs				\$138,000	\$ 115

Current Data

(Six days per week, four sessions per day)

Time	Classes	Attendance	Revenue
Morning	300	6,015	\$90,225
Noon	300	4,106	\$61,590
Afternoon	300	2,488	\$37,320
Evening	300	3,996	\$59,940
<i>Total</i>	<i>1,200</i>	<i>16,605</i>	<i>\$249,075</i>

Predicted Data

(Canceling afternoon sessions & Saturday evening)

Session Time	Classes	Attendance	Revenue
Morning	300	6,015	\$90,225
Noon	300	4,106	\$61,590
Afternoon	0	1,244	\$18,660
Evening	250	3,867	\$58,005
<i>Total</i>	<i>850</i>	<i>15,232</i>	<i>\$228.480</i>

Current vs. predicted revenue, costs, and profits

Annual Revenue	Current revenue	Predicted revenue
Time	\$90,225	\$90,225
Noon	\$61,590	\$61,590
Afternoon	\$37,320	\$18,660
Evening	\$59,940	\$58,005
<i>Total</i>	\$249,075	\$230,415

Annual Costs	Current Costs	Predicted Costs
Rent	\$24,000	\$24,000
Operational Costs	\$18,000	\$18,000
Teacher Fees	\$60,000	\$42,500
Session Costs	\$36,000	\$25,500
<i>Total</i>	\$138,000	\$110,000

Annual Profits	Current Profits	Predicted Profits
Current Profits	\$111,075	\$120,415
Additional Profits	--	\$9,340
<i>Total</i>	\$111,075	\$120,415
ROI	80%	109%

**Thank you very
much!**

Phil Dinh