DATA-DRIVEN ENHANCEMENT OF

PUREGYM'S PERFORMANCE

On Today's Agenda:

1. Team introductions

2. Background & objectives

3. Data-informed recommendations

4. Conclusions

WE ARE PUREDATA

Our Objective.

How can PureGym maximise its business performance by improving customer retention and attracting new sign-ups through optimisation of its offerings?

Strategic Goals (WHAT)	Objectives (WHY)
1 **Enhance Product Suitability**	Understand whether product offerings meet member needs.
2 **Optimise Group Exercise**	Adapt group exercise timetables to meet member preferences.
3 **Improve Member Experience**	Evaluate member satisfaction to identify opportunities for improvement.
4 **Drive Business Performance**	Increase member sign-ups, retention and revenue.

Our Recommendations.

Overview of Recommendations

Strategic Goal 1	**Strategic Goal 2**	**Strategic Goal 3**	**Strategic Goal 4**
Enhance Product Suitability	**Optimise Group Exercise**	**Improve member experience**	**Drive Business performance**

Tailor product offerings and marketing to the identified customer clusters: *Dedicated Regulars, Emerging Enthusiasts and Casual Users.*

Introduce *Absolute Abs* and *Metcon* to the recommended timetable.

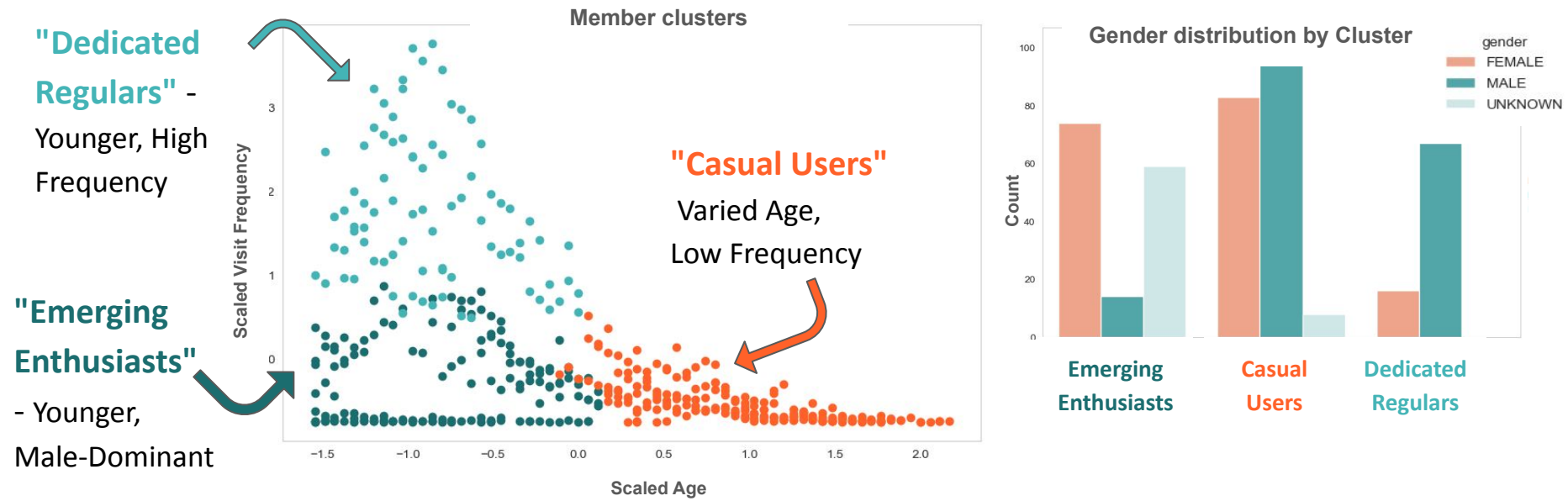Regularly conduct TrustPilot Reviews analysis to identify feedback that can improve facilities and services.

Increase class capacity and revenue by introducing a small charge for no-shows to group exercise classes.

# K-means clustering identified three distinct groups of PureGym members — *Casual, Emerging and Regulars*

"Dedicated Regulars" - Younger, High Frequency

"Casual Users" Varied Age, Low Frequency

"Emerging Enthusiasts" - Younger, Male-Dominant

Member clusters

Scaled Visit Frequency

Scaled Age

Gender distribution by Cluster

gender
FEMALE
MALE
UNKNOWN

Count

Emerging Enthusiasts   Casual Users   Dedicated Regulars

Customize products and marketing to target specific member profiles, such as personalised onboarding, rewards programs and social events.

Optimize 'off-peak' periods for each gym and customise offerings to ensure best use of gym capacity

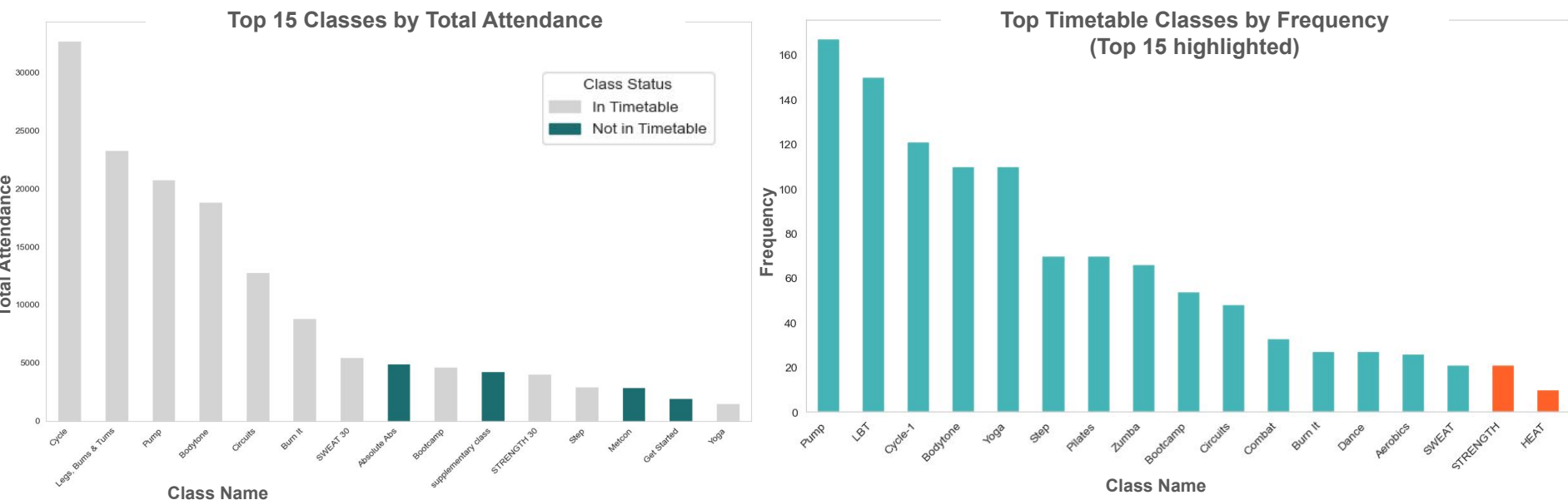**Check in times for Off-Peak Members by Centre**
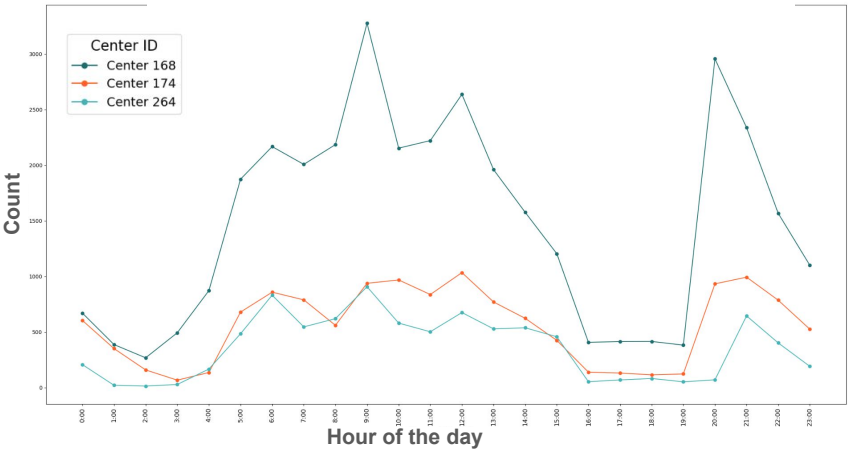
Check in times for Non-Off-Peak Members by Centre
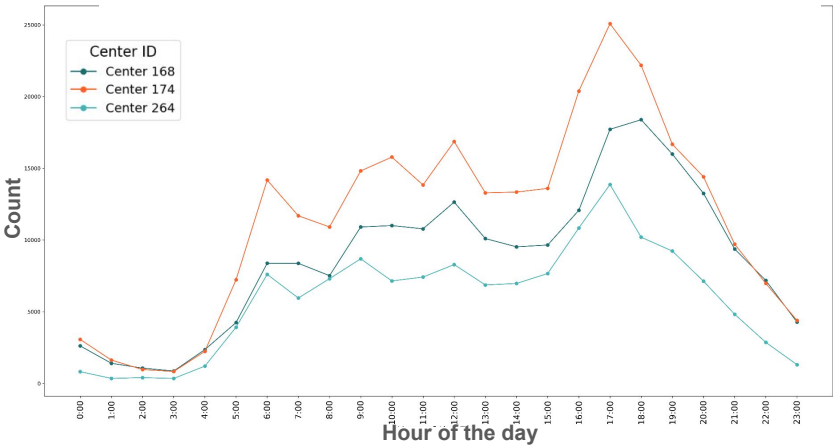
Adjust the off-peak hours for Centre 174 to start later in the morning, extending towards noon to better align with the unique peak attendance pattern observed

Analysis of class attendance revealed opportunities to revise the recommended timetable to meet member preferences

Top 15 Classes by Total Attendance

Class Status
- In Timetable
- Not in Timetable

Total Attendance — Class Name: Cycle, Legs, Bums & Tums, Pump, Bodytone, Circuits, Burn It, SWEAT 30, Absolute Abs, Bootcamp, supplementary class, STRENGTH 30, Step, Metcon, Get Started, Yoga

Top Timetable Classes by Frequency (Top 15 highlighted)

Frequency — Class Name: Pump, LBT, Cycle-1, Bodytone, Yoga, Step, Pilates, Zumba, Bootcamp, Circuits, Combat, Burn It, Dance, Aerobics, SWEAT, STRENGTH, HEAT
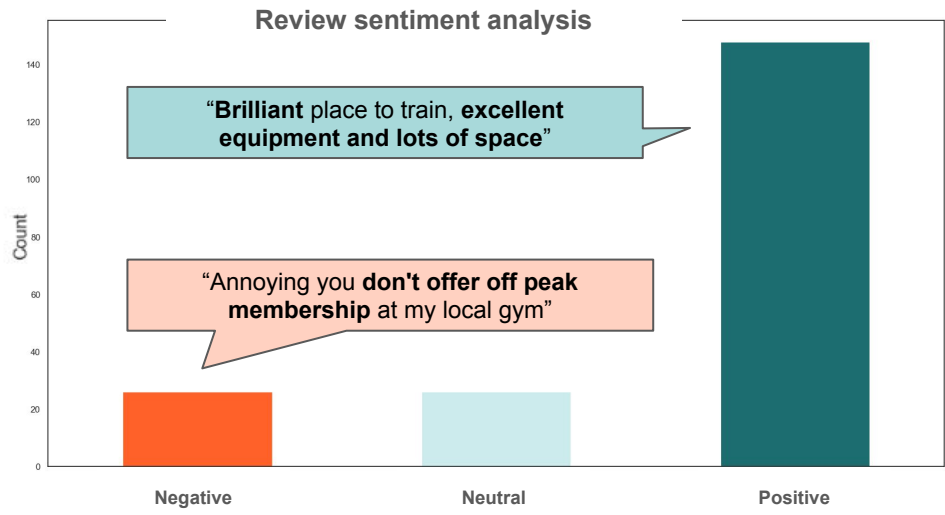
Absolute Abs, Metcon and Get started stand out as successful classes that could be added to the recommended timetable. Heat classes have very low popularity and attendance rate so can be replaced by more popular classes.

Customer reviews revealed an overall positive sentiment of customers towards PureGym
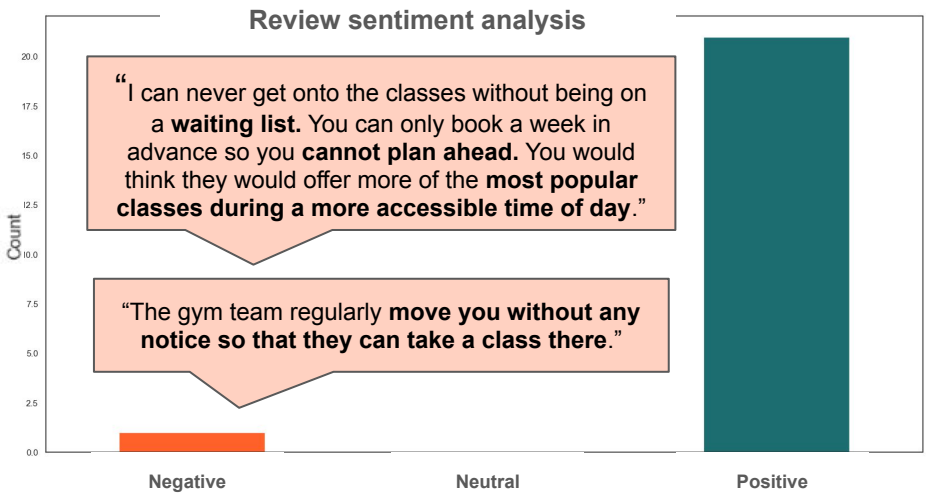
Review counts by star rating*

*Based on 200 most recent reviews posted on Trustpilot, date accessed: 10th April 2024

Review sentiment analysis

"**Brilliant** place to train, **excellent equipment and lots of space**"

"Annoying you **don't offer off peak membership** at my local gym"

Processes should be implemented to regularly collect analyse PureGym reviews to identify opportunities for improvement and measure trends in customer satisfaction

Reviews that mention 'classes' or 'group exercise' are also mostly positive, however class capacity and floor space is a key drawback

Review counts by star rating*

Review sentiment analysis

"I can never get onto the classes without being on a **waiting list.** You can only book a week in advance so you **cannot plan ahead.** You would think they would offer more of the **most popular classes during a more accessible time of day**."

"The gym team regularly **move you without any notice so that they can take a class there**."

*Based on 200 most recent reviews posted on Trustpilot, date accessed: 10th April 2024

Implement strategies to reduce no shows to make the best use of class capacity and utilise dedicated spaces for classes where possible.

There were no identifiable trends in "no shows" by time of day, age, class type or gender

Participation status by time of day

No shows by class type and gender
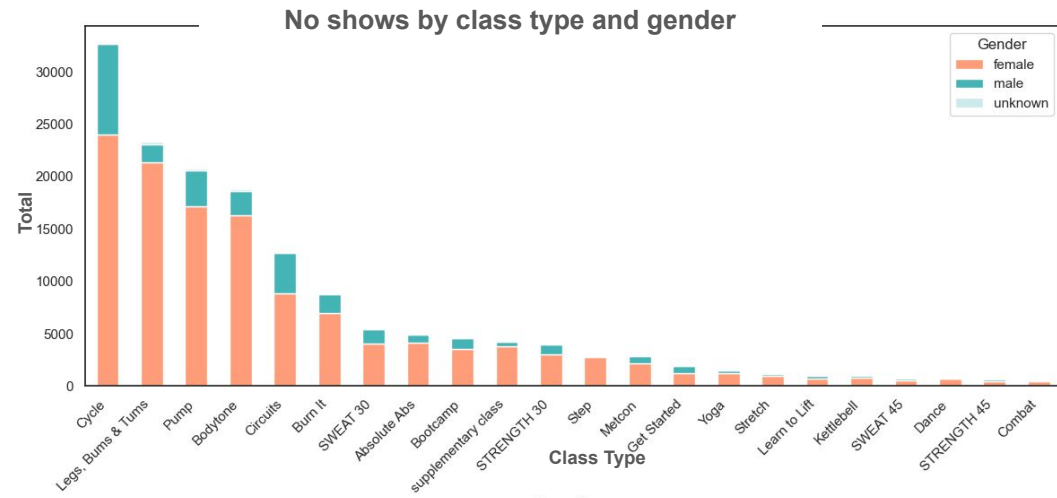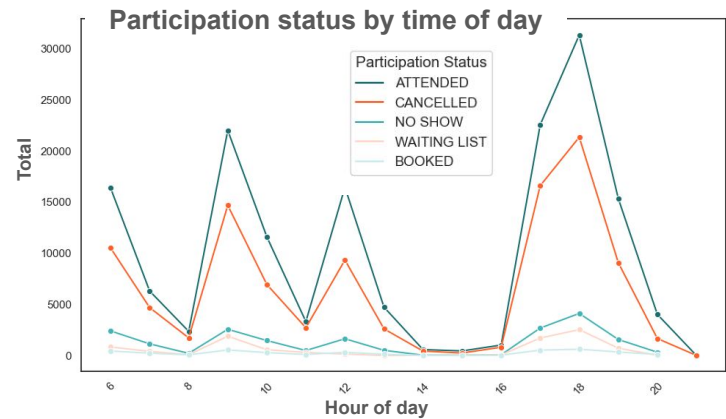
A broad strategy is needed to tackle no shows across all classes and member profiles in order to make best use of class capacity

Introducing a "no show charge" could improve class attendance, but may have negative implications on retention

Check-In for your Yoga class to confirm your attendance
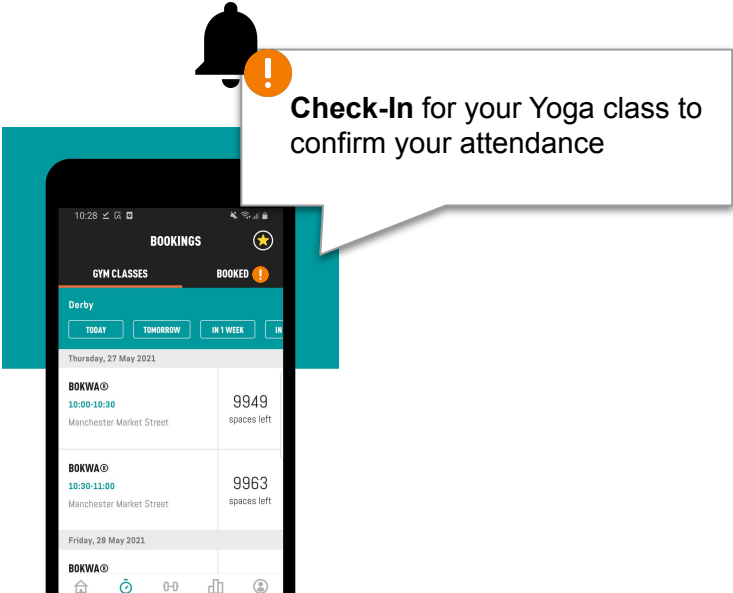
Example revenue from no show charges based on 10 centers:

No show charge	Annual Revenue (£)
50p	9,674
£1	19,348
£2	38,686

Further research should be conducted to understand the implications of introducing a no show charge on class sign ups and member retention.

In summary.

Overview of Recommendations

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Thank you.