

START NOW

FlexFitness Center



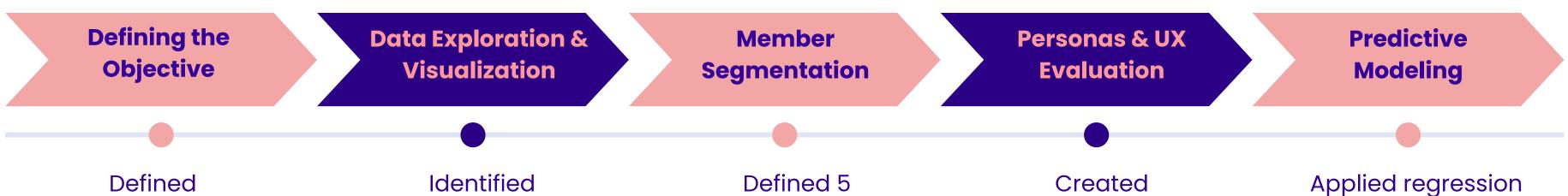
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Overview:

This project explores how marketing data that contains categories like; demographics (e.g., age, gender), behavioral patterns (e.g., visit frequency, time spent in gym), and psychographic factors (e.g., fitness goals, satisfaction rating), can fuel smarter marketing decisions for FlexFitness, a modern gym focused on expanding its market share and deepening member engagement.

We approached the marketing issue in five key phases:



Defined
marketing
objective to
align analysis
with business
goals

Identified
behavioral
patterns and
usage trends
across 1,000
members

Defined 5
customer
segments using
using key
engagement
factors

Created
marketing
personas and
assessed digital
experiences for
each.

Applied regression to analyze what drives membership upgrades and engagement time

Marketing Objective:

To analyze gym member behavior, we had to identify trends in attendance, and understand how different factors (such as age, membership level, and average time spent) influence gym engagement.

Objectives Across Phases				
Segment Members Based on Behavior & Motivation	Deliver tailored marketing strategies for 5 distinct segments to boost personalization and engagement			
Promote Premium Upgrades Strategically	Target high-engagement segments with upgrade incentives			
Maximize Engagement Through Personalization	Use satisfaction and visit frequency to enhance class offerings and training programs			
Re-engage Low-Activity Members	Identify at-risk users via behavioral metrics and launch automated email/SMS retention campaigns			



DATA VISUALIZATION - MEMBER BEHAVIOR INSIGHTS



Analysis and Insights



The member base consists of 54.6% males and 45.4% females.

Gender
Distribution

Opportunity to grow female engagement through group classes & wellness offerings.

Younger males dominate high-intensity workouts; older females prefer wellness and flexibility-focused programs.

Age Trends by Gender

Tailor age-specific marketing — high-energy promos for younger men; wellness packages for older women.

Members spend an average of approximately 101 minutes in the gym (100.6 minutes for Premium and 102.4 minutes for Standard members).

Ö Time Spent in Gym

Premium members are not leveraging timebased benefits — highlight value-added perks instead.

The top 3 popular group lessons are BodyPump, XCore, Yoga.

Popular Group
Lessons

Scale up scheduling for these; promote lesserknown classes to balance traffic.

47%+ of all members do not use personal training.

Personal Training

Gaps

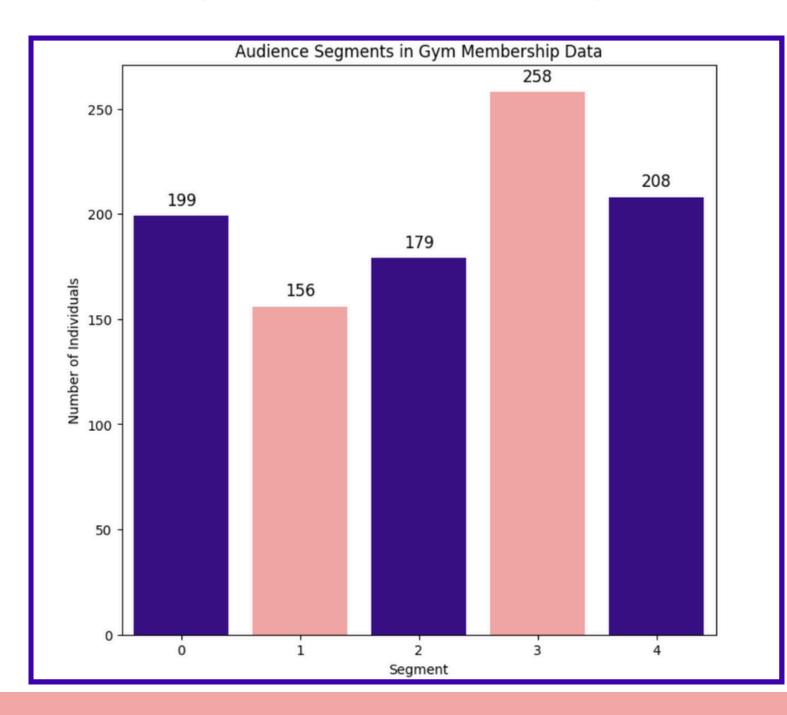
Large untapped revenue opportunity through better packaging and targeted trials.



MEMBER SEGMENTATION STRATEGY & OVERVIEW

Segmentation Strategy:

- Our approach focuses on understanding member behaviors to create personalized experiences, optimize engagement,
 and improve retention.
- We drew on key characteristics like demographic (age, gender), behavioral (visit frequency, class preferences), and psychographic ((preferences in fav_group_lesson, membership status) factors to define five segments.



Overview of Segments:

- 0: Dedicated Gym Enthusiasts
- 1: Casual Fitness Members
- 2: Personal Training Seekers
- 3: Group Class Enthusiasts
- 4: Wellness-Focused Members

This segmentation framework serves as our roadmap to crafting targeted, member-centric experiences that cultivate loyalty.



MEMBER SEGMENTS - KEY CHARACTERISTICS



SEGMENT 0: DEDICATED GYM ENTHUSIASTS

Age Group: Typically aged 25-44

Frequency: Frequent gym goers (4+ visits per week)

Behavior: Highly goal-driven, seeking strength gains, or body composition changes



SEGMENT 1: CASUAL FITNESS MEMBERS

Frequency: Laidback (1-3 visits per week)

Gender: Females exhibit a casual approach, but spend more time than males per session.

Behavior: Prefers balanced workouts



SEGMENT 2: PERSONAL TRAINING SEEKERS

Age Group: Late 20's to older

age group (25-54)

Gender: More popular amongst females

Behavior: Interested in one-on-one guidance and customized plans



SEGMENT 3: GROUP CLASS ENTHUSIASTS

Age Group: Middle Age Groups 18-44

Gender: Stronger Female Participation

Behaviour: Interested in group sessions



SEGMENT 4: WELLNESS & MINDFUL MEMBERS

Age Group: Late 20s to 40s

Schedule: Afternoon timings preferred

Behavior: Lower interest in high-intensity or advanced sessions.

MARKETING PERSONA: SEGMENT 0 (DEDICATED GYM ENTHUSIASTS): HIGH VALUE

JAMES "THE STRENGTH SEEKER" ROBERTS



Marketing Tagline: "Push past your limits. Train smarter, lift stronger."

BIOGRAPHY

James is a results-driven fitness enthusiast who is always pushing his limits in the gym. He's data-focused, tracking his progress through apps and smart devices. He thrives on a structured training regimen and values continuous improvement.

Title: Power Builder & Strength Enthusiast

Age Range: 25-40

Gender: Male

Location: Urban & Suburban Areas

Income Range: \$80,000 - \$110,000/year

CONTENT PREFERENCES

Data-driven performance tracking

Workout optimization tips

Supplement recommendations

BEST CHANNELS TO REACH OUT

Instagram (fitness influencers, workout reels)

YouTube (strength training guides)

Reddit (fitness forums)

LinkedIn (for work-life balance discussions)

TONE & MESSAGING STYLE

- Direct, scientific, and results-oriented
- Motivational and data-driven

INFLUENCES

- Follows fitness influencers
- Tracks workouts (apps like Strava and MyFitnessPal)

USER PERSONA: SEGMENT 1 (CASUAL FITNESS MEMBERS): HIGH POTENTIAL



SARAH COLLINS

Marketing Professional

PROFILE

- Name: Sarah Collins
- Age: 28
- Gender: Female
- Location: Miami, FL
- Income: \$55,000 \$70,000/year
- Education: Bachelor's in Marketing
- Relationship Status: Single

"I want to stay fit, but I don't need the pressure. I just need something simple, something that fits into my busy life."

BIOGRAPHY

Sarah wants to stay active but doesn't prioritize fitness as much as other aspects of life. She prefers light-to-moderate exercise, primarily for health and stress relief.

GOALS

- Stay active with easy-to-follow routines.
- Learn basic fitness tips.
- ✓ Find a fun and non-

intimidating fitness community.

EXPECTATIONS

- Simple navigation and userfriendly design.
- Motivational push notifications.
- Personalized workout recommendations.

HABITS

- **©** Prefers short, engaging workout content.
- **©** Easily influenced by relatable fitness influencers.
- Seeks quick, effective results with minimal time commitment.

PAIN POINTS

- X Confusing fitness jargon.
- X Lack of clear beginner-friendly guidance.
- X Overwhelmed by too many workout options.

CONTEXT OF USE

- Uses fitness apps to follow simple workouts.
- Works out 2-3 times a week, mixing gym and home workouts.
- Mostly engages with apps for motivation and convenience.

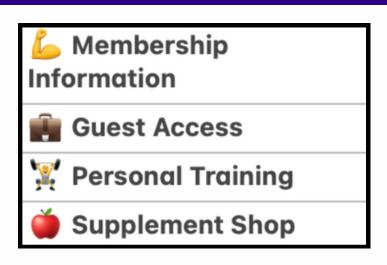
PLATFORMS

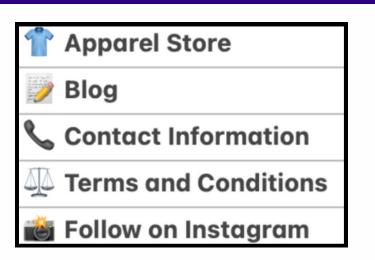
- Mobile: For quick workouts on YouTube or Instagram.
- Laptop: For browsing new workout plans.



UX TEST AND USER PERSONA SCORES FOR ALL SEGMENTS AND USER PERSONAS

FEATURES SELECTED FOR UX EXERCISE





UX SCORES IN THE BELOW TABLE RANGE FROM:

- -1 = THE PERSONA IS CONFUSED, ANNOYED, OR SOMEHOW HARMED BY THE FEATURE
- 0 = THE PERSONA DOESN'T CARE ABOUT THE FEATURE ONE WAY OR ANOTHER
- +1 = THE FEATURE PROVIDES SOME VALUE TO THE PERSONA
- +2 = THE PERSONA LOVES THE FEATURE, OR THE FEATURE DOES SOMETHING WONDERFUL FOR THE PERSONA EVEN IF THEY DON'T REALIZE IT

FEATURES SELECTED FOR UX EXERCISE

User Persona	Membership Information	Guest Access		Supplement Shop	Apparel Store	Blog	Contact Information	Terms and Conditions	Follow on Instagram
Dedicated Gym Enthusiast - Segment 0	+2	0	+]	+1	Ο	Ο	O	O	+]
Casual Fitness Member - Segment 1	+]	0	O	-1	-1	-1	+]	O	0
Personal Training Seeker - Segment 2	+]	0	+2	+]	0	+]	+]	O	0
Group Class Enthusiast - Segment 3	+]	+1	0	-1	0	+1	+1	Ο	+2
Wellness & Mindful Member - Segment 4	+]	0	Ο	-1	-1	+2	Ο	Ο	+2

WEBSITE LINK: HTTPS://FLEXFITNESSCENTER.COM/



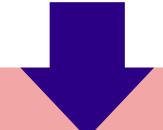
PREDICTIVE MODELING - WHAT INFLUENCES MEMBER BEHAVIOR?

Research Topics:

Hypothesis 1: Member upgrade to premium is independent of behavioral factors such as visit frequency, distance, satisfaction, or referrals.

Hypothesis 2: Average time spent in the gym remains constant regardless of engagement frequency and customer satisfaction.

Analyzed Using:

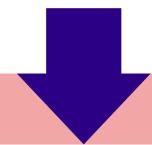


Demographic Factors

Age Gender Membership Type

Behavioral Factors

How often they visit
How far they live from the gym
Their total spending



Psychographic Factors

How satisfied they are

Goals: To find patterns in the data in order to -



Improve retention



Promote premium upgrades

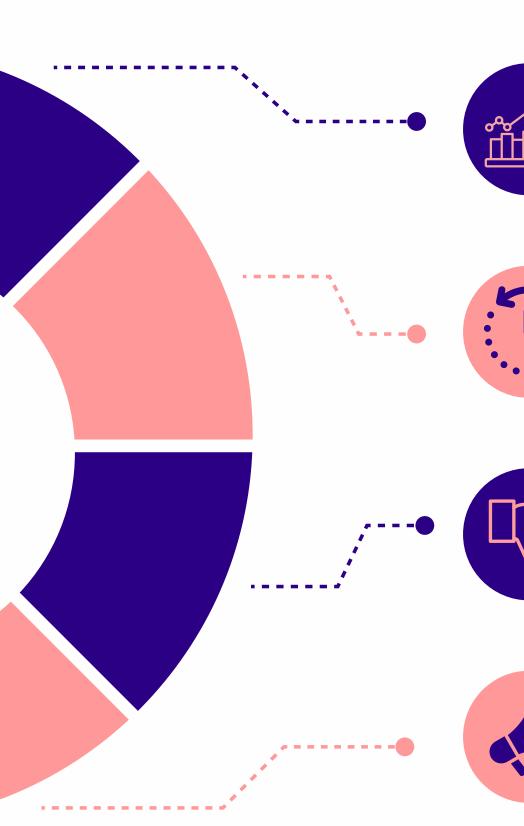


Increase time spent and engagement

How We Did It:

We used simple predictive models (Logistic Regression for Hypothesis 1 and Linear Regression for Hypothesis 2) to spot relationships in the data — like seeing if more satisfied members stay longer, or if referrals lead to upgrades.

MODEL INSIGHTS - WHAT INFLUENCES MEMBER BEHAVIOR?



Predicting Premium Membership (Accuracy: ~97%, overtrained)

- No single factor clearly explained why someone upgrades
- Even members who visit more or spend more didn't always go Premium

Insight: Premium upgrades may depend on how we position value, offer exclusive benefits, or deliver personal experiences

Predicting Time Spent at the Gym (Accuracy: ~87%)

- Members who visit more often tend to stay longer per visit
- Those who are highly satisfied also spend more time

Insight: Keep members engaged with quality experiences and consistent value — it increases their time and connection to the gym

What Didn't Matter Much

- Age, gender, and distance had little effect on either outcome
- Thus behavior and satisfaction are better marketing signals than demographics

Marketing Focus Going Forward

- Prioritizing behavioral targeting: visit patterns, satisfaction scores, class usage
- Use these to build smarter campaigns, offer personalized perks & retain valuable members



DATA DRIVEN RECOMMENDATIONS

Recommendation		Insight Backing It	How to Achieve It	Expected Impact	
	Boost Female Engagement via Group Classes & Social Wellness Campaigns	Female members underrepresented (45.4%), but the Group Class Enthusiast segment is large and predominantly female	Promote BodyPump/Yoga via Instagram Reels, wellness blogs, and in-app stories	Increases CLV, enhances engagement; strengthens UX design tailored to motivations over demographics	
PEMIUM	Upsell Premium via Experience Bundles	Premium upgrades not driven by any single metric; qualitative factors like value perception matter more	A/B test Premium bundles (e.g., free PT trial, exclusive classes) across segments to determine conversion drivers	Improves Premium conversion rate, elevates perceived value, increases revenue per member	
	Scale Popular Group Classes and Test New Formats	BodyPump, XCore, and Yoga ranked top in member preferences	Increase class capacity; A/B test new times and class formats (e.g., hybrid, themed wellness classes)	Higher class utilization, better user satisfaction, possibility of upselling to Premium	



DATA DRIVEN RECOMMENDATIONS

Recommendation		Insight Backing It	How to Achieve It	Expected Impact	
	Gamify App Experience for High-Frequency Users	Segment 0 seeks structure, data, and motivation (high value segment)	Add gamification like badges, streak rewards, progress leaderboards	Increases app stickiness, referral likelihood, and lifetime engagement	
	Re-Engagement Drip for At-Risk Members	Low monthly visiters (less than 3 visits/month) show churn risk	Deploy retention campaigns using behavioral data triggers along with free sessions, motivational nudges, and wellness challenges via SMS/email	Improves Premium conversion rate, elevates perceived value, increases revenue per member	





Predictive Modeling Gaps

What happened: Logistic regression model couldn't reliably predict who would upgrade to Premium — none of the expected factors (visits, spending, satisfaction) were statistically significant.

What we did: Recognized that qualitative factors like perception, motivation, and experience play a bigger role and adjusted our strategy to focus on value communication



Raw Data Inconsistencies

What happened: The dataset had messy formats, mixed data types, and missing values.



Engineered new features like:

- visit_distance_ratio = visits per km from gym
- spend_per_visit = total spend ÷ visit count



Defining Distinct Segments

What Happened: Behavioral overlap across segments blurred the lines—for example, some casual users also enjoyed group classes, and wellness users overlapped with personal training seekers.

What we did: We incorporated psychographic factors like motivation, goals, and preferred environments to refine each segment.



LIMITATIONS AND FUTURE WORK: ADDITIONAL DATA TO ENHANCE ANALYSIS

Data Needed (Limitations)	Reason (Future Work)
Campaign response history	Analyze what promotions convert best
App or website engagement data	Measure digital touchpoints and retention
Fitness goals or intent (survey)	Better match offerings with member goals
Attendance by class type	Tailor schedules and offers
Cancellation/churn history	Predict dropout risk and improve retention





SEE YOU NEXT -----