



MyGym Membership Analytics

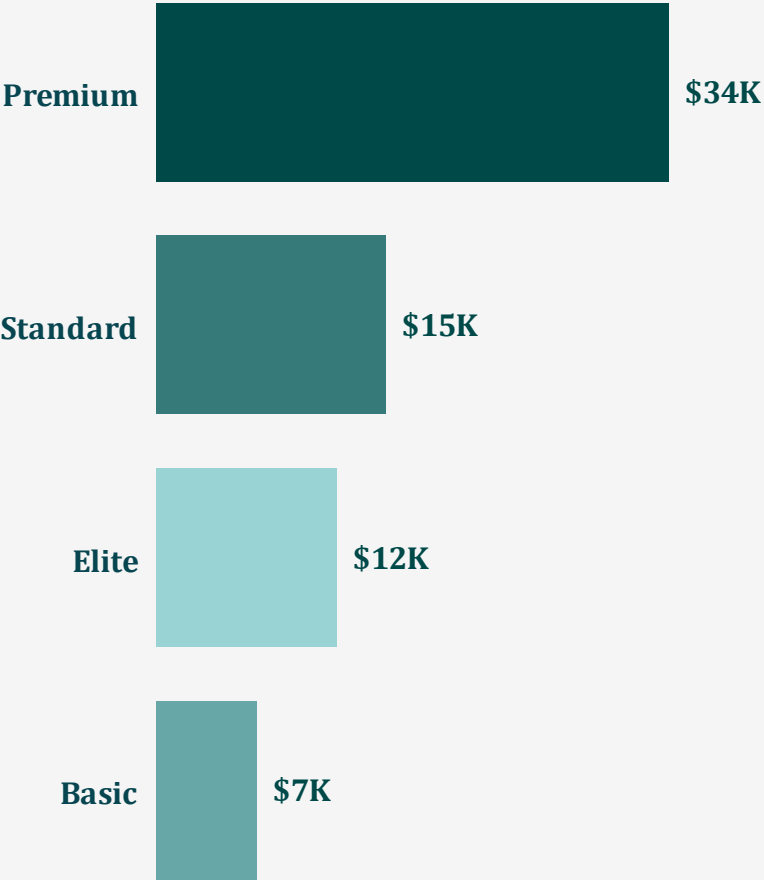
Key insights into member segments, pricing, and retention.

by
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12th August, 2025

Member Segments Bringing The Most value

💰 Total Revenue by Membership Type



Insight:

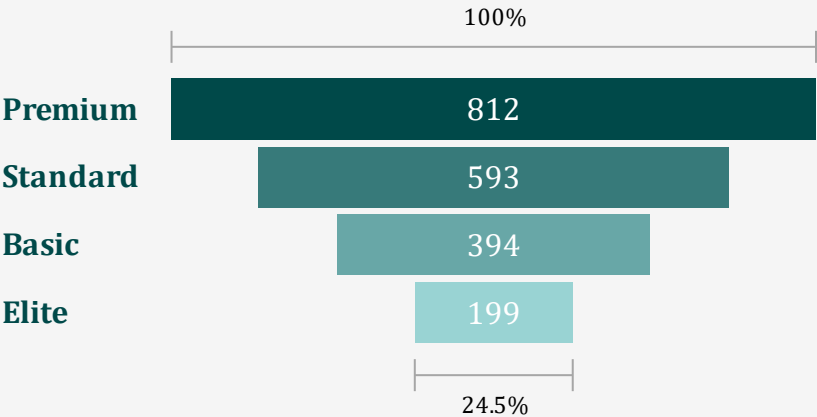
The primary sources of income are **Premium** members. The highest revenue of any segment was \$34K. Although they make up about 40% of the membership (812 members), they generate more than twice as much money as **Standard** members.

Mid-tier contributors are **Standard** members. 593 members generated \$15K in revenue. less than Premium and Elite in terms of average revenue per member (\$26.05).

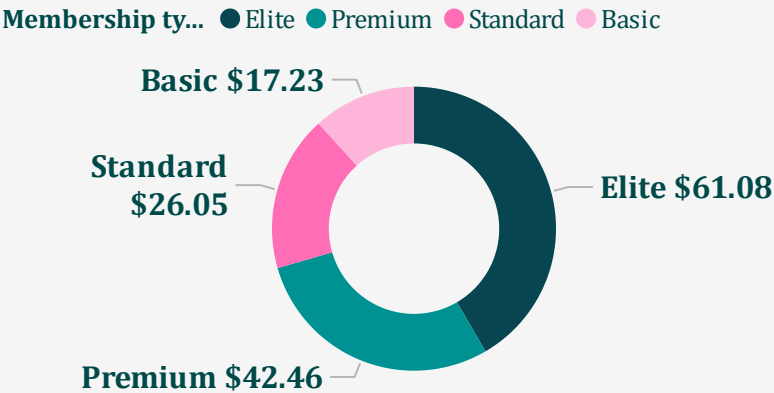
The value per member is highest for **Elite** members. The most profitable per person is \$61.08 on average per member. However, with only 199 members, the total revenue is \$12K.
Potential Opportunity: expand this market to increase total earnings.

Low-value contributors are **Basic** members. 394 members and only \$7K in revenue. Out of all the categories, the average revenue per member is the lowest at \$17.23.

👥 Number Of Members by Membership Type



📊 Membership Type by Average Revenue per Member



Pricing and Subscription Optimisation

Discount Type

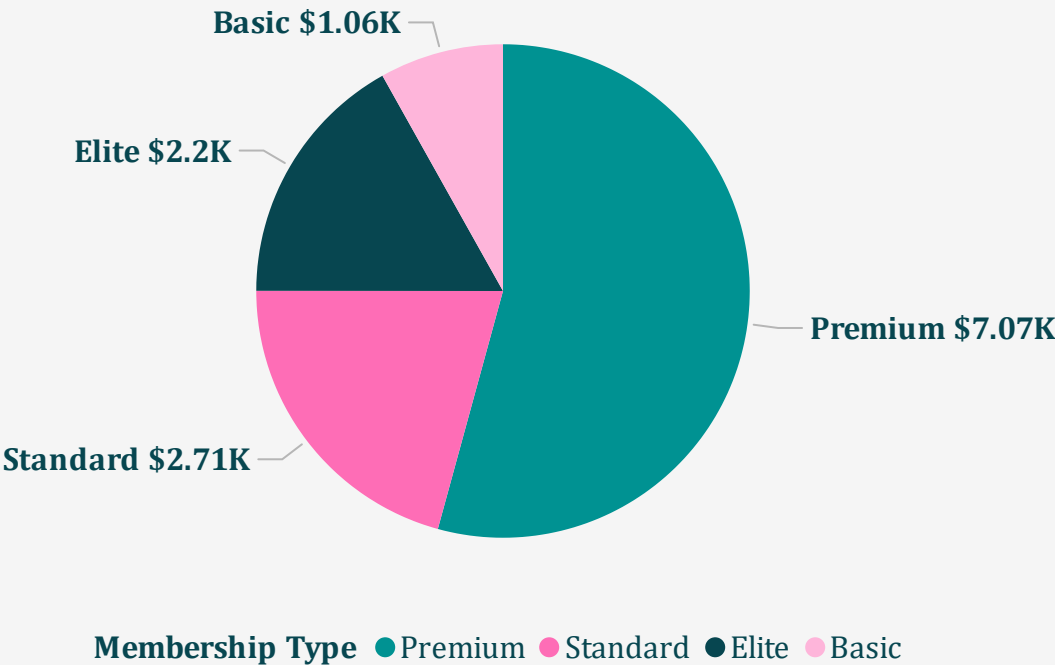
Loyalty

None

Promo

Student

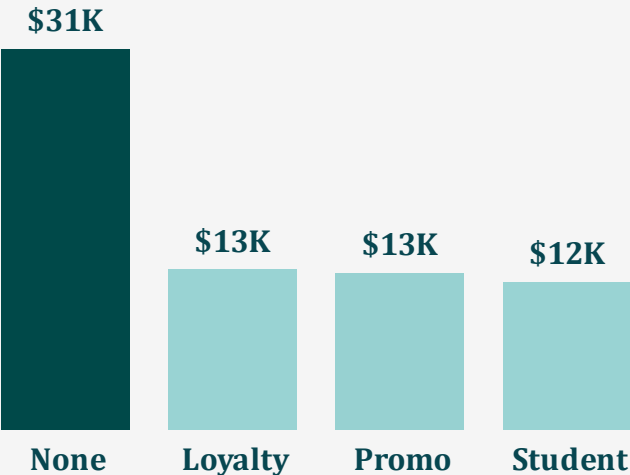
Total Revenue of Membership Type (Filtered by Discount Type)



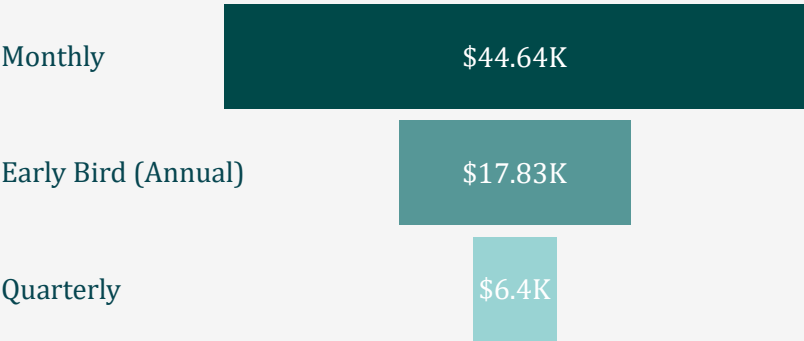
Insight:

The full-price monthly subscription, mostly from **Premium** and **Standard** members, is the company's main source of income. Although they alter the revenue mix across membership tiers, the different discount types (**Loyalty**, **Promo**, and **Student**) are successful in drawing in and keeping members. Compared to non-discount users, the **Elite** membership tier is less common among discount users. The business might look into ways to improve its subscription models, like making more alluring yearly options or reconsidering the quarterly plan.

Total Revenue by discount_type



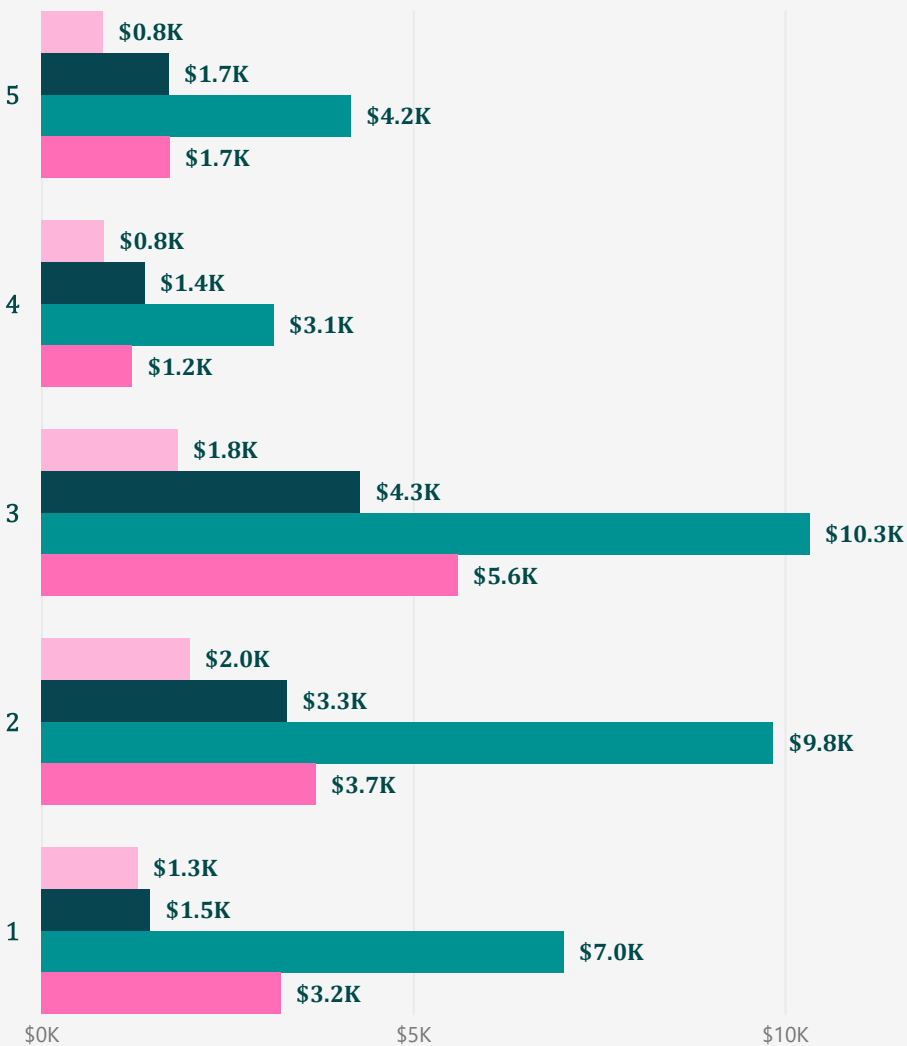
Total Revenue by Subscription Model



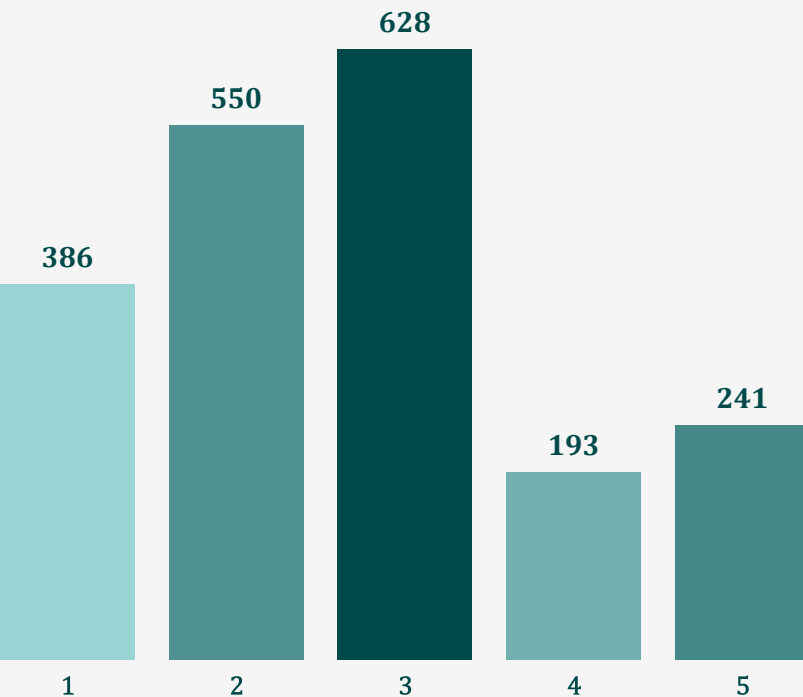
Improving Customer Experience

Revenue Breakdown by Weekly Visits and Membership Type

Membership Type Basic Elite Premium Standard



Members who Attend Group Lesson by Visit per w...



Insight:

- Those who visit the gym three times a week are the most valuable and involved members, and they are more likely to be **Premium** or **Standard** members. Additionally, they attend group lessons at the highest rate. To increase retention, the Company should concentrate on improving the experience for these members.
- Since they are less likely to attend group classes, the emphasis should be on individualised services like personal training for those who visit frequently (four to five times per week). One of the most effective ways to boost income and member satisfaction in all markets is to promote personal training.

Total Revenue by personal_training



Staffing and Facility Optimisation

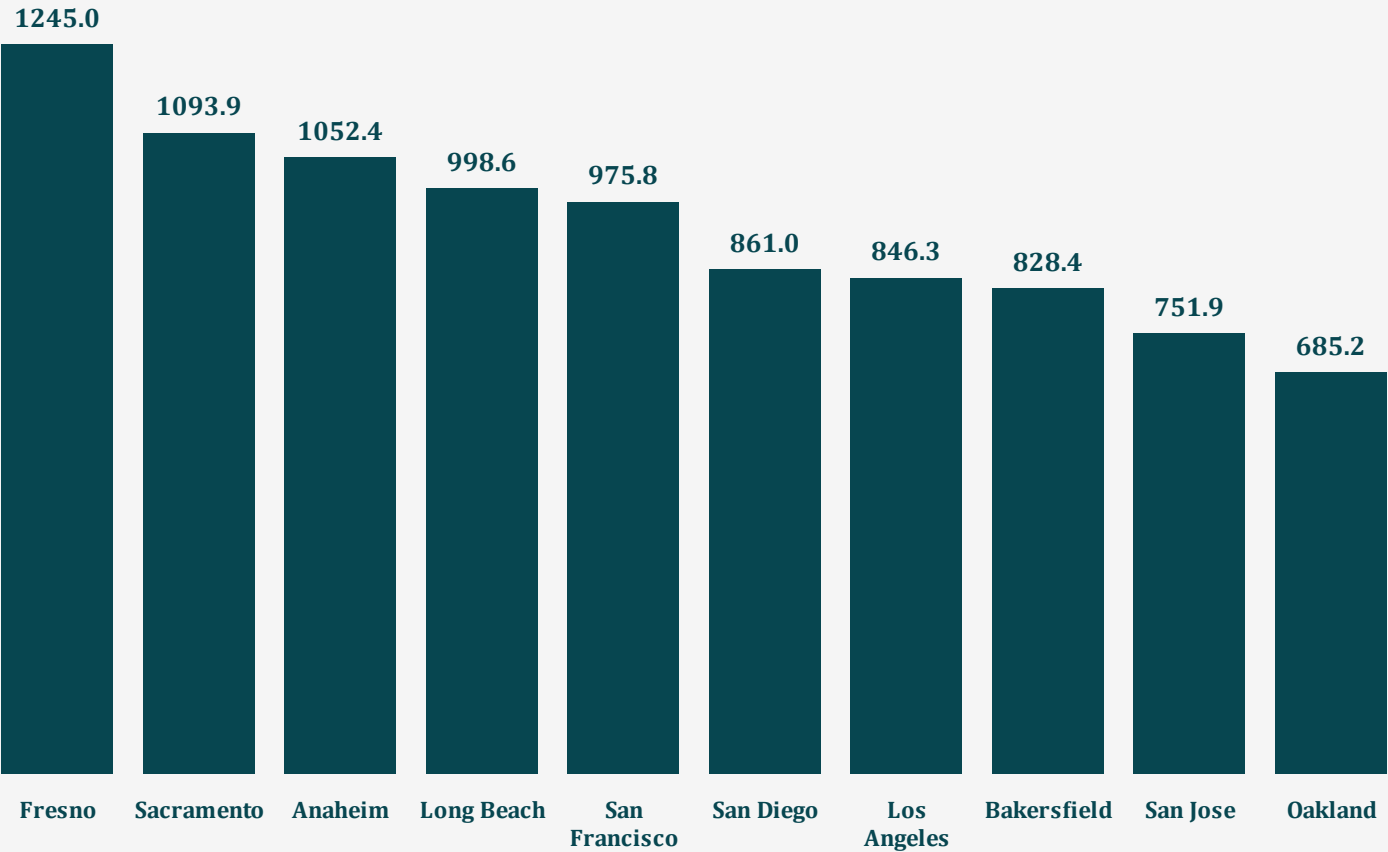
Gym Locations in California



Insight:

The company should focus on places with a lot of demand or member traffic, like Fresno, Sacramento, and Anaheim, which have the most staff hours. These places are very important for business and should have enough staff to keep service quality high and members happy.

Staffing Hours by Gym Location



Trends in Retention and Usage

Churn Rate

23.52

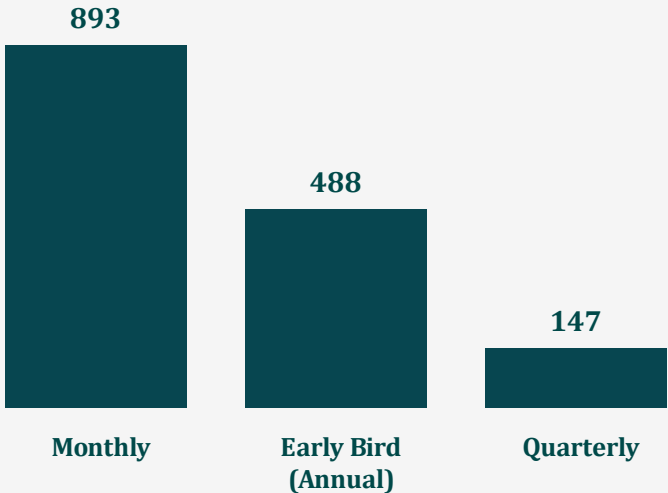
Insight:

Active members are defined as those whose last visit date is within the last 45 days.

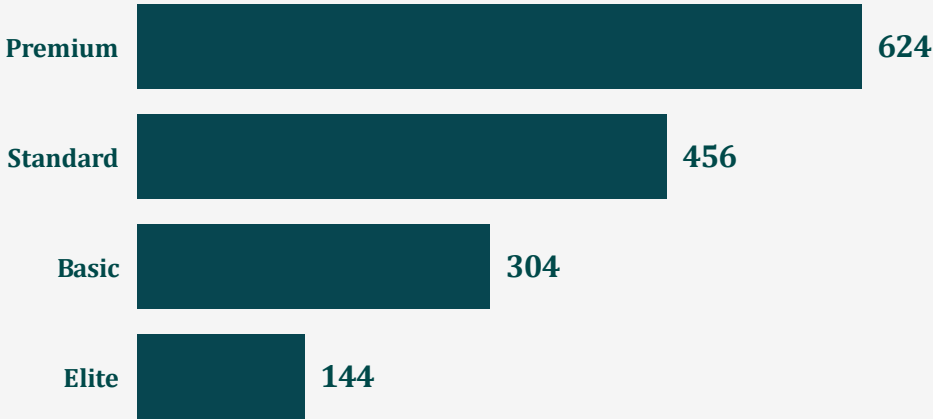
MyGym is facing a significant challenge with membership retention because about a quarter of the members are not retained particularly among its high-value segments.

The Churn rate is highest among Adult and Elite and Premium membership types.

Active Members by Subscription Model



Active Members by Membership Type



Churn Rate by Age Group



Churn Rate by Membership Type

