

# California Fitness Membership



Total Members

1998

Members vs Last Month  
Members vs Last Year

0.0%  
▲ 45.5%

Total Revenue

\$68.87K

Revenue vs Last Month  
Revenue vs Last Year

0.0%  
▲ 44.2%

Average Revenue Per Member

\$34.47

ARPM vs Last Month  
ARPM vs Last Year

0.0%  
▼ 0.9%

Average Discount Amount

\$5.67

Discount vs Last Month  
Discount vs Last Year

0.0%  
▲ 2.2%

Overview

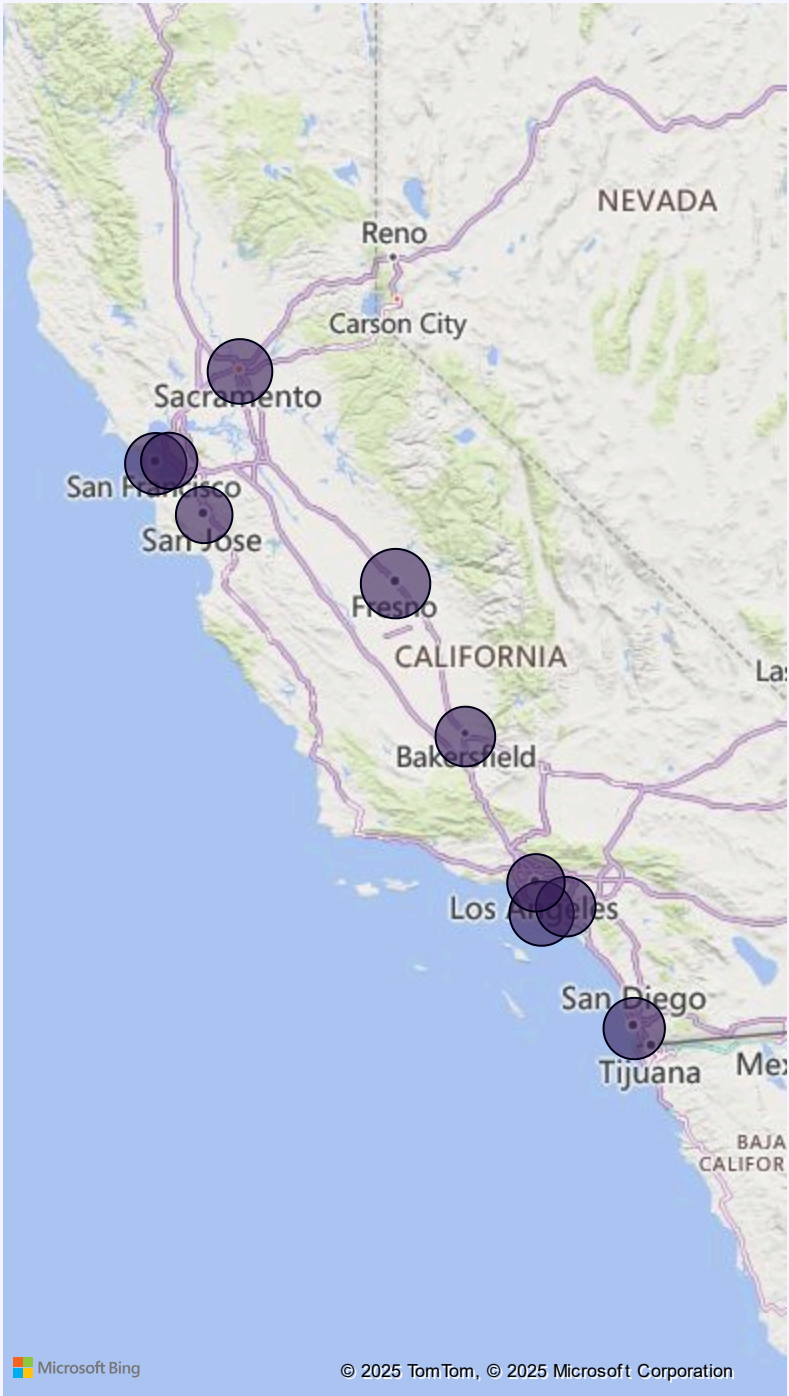
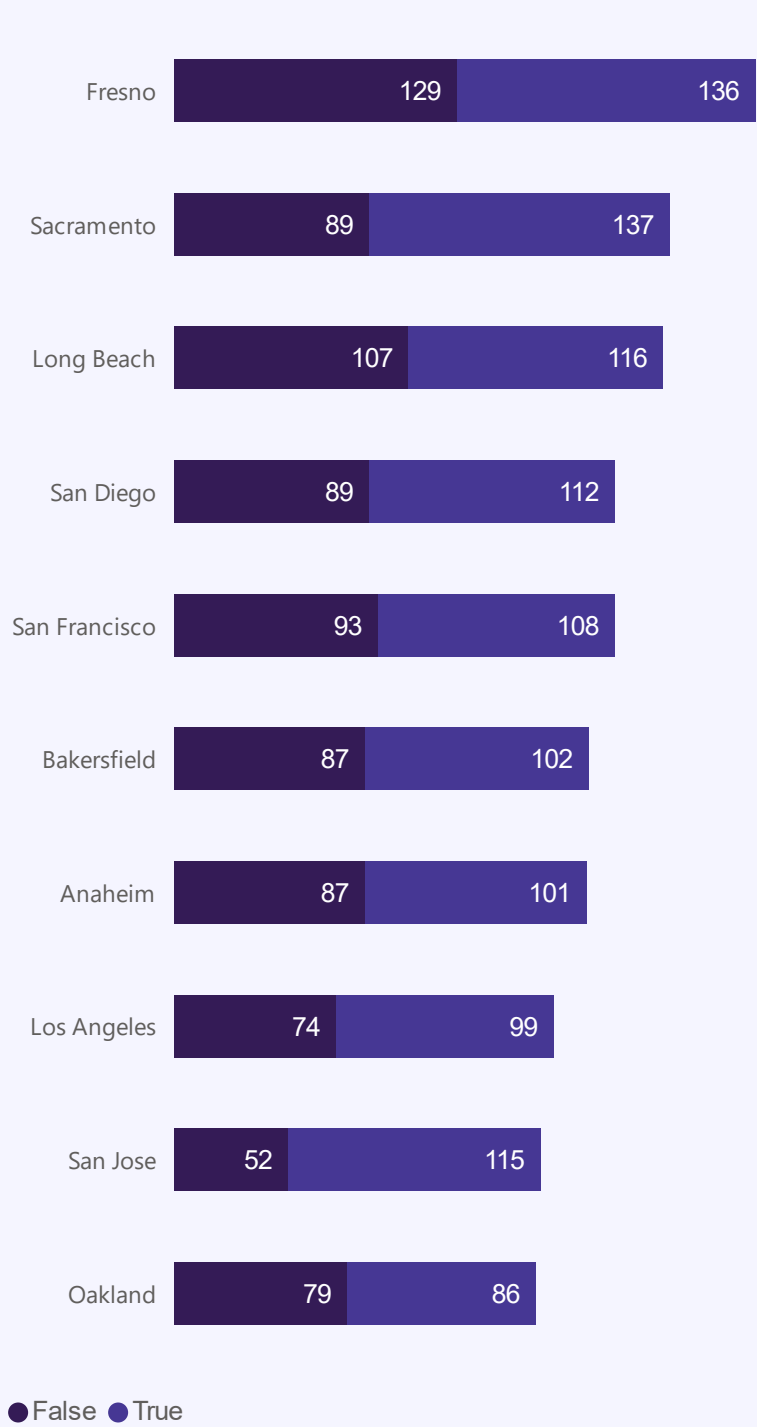
Analysis

Segment



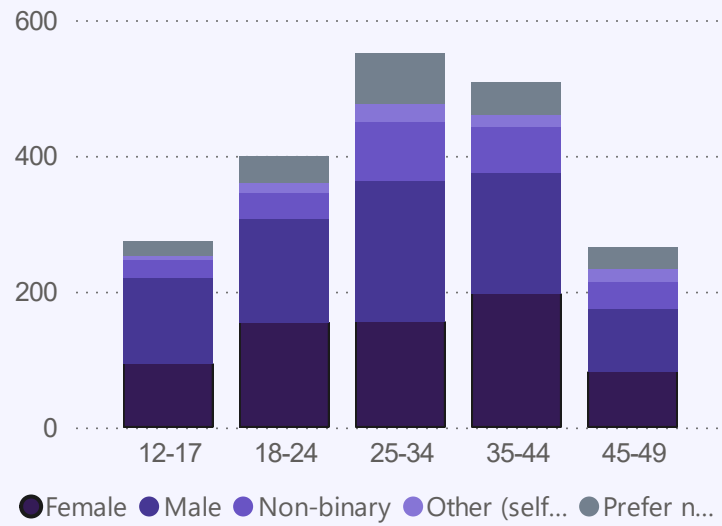
## Where Our Members Workout

Mapping membership density by member count and multi location access in California



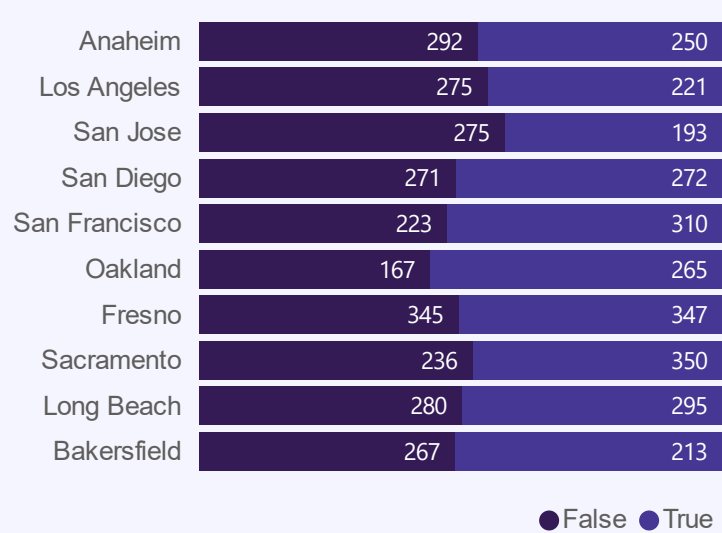
## Age and Gender Matters

Member age distribution by self identified gender



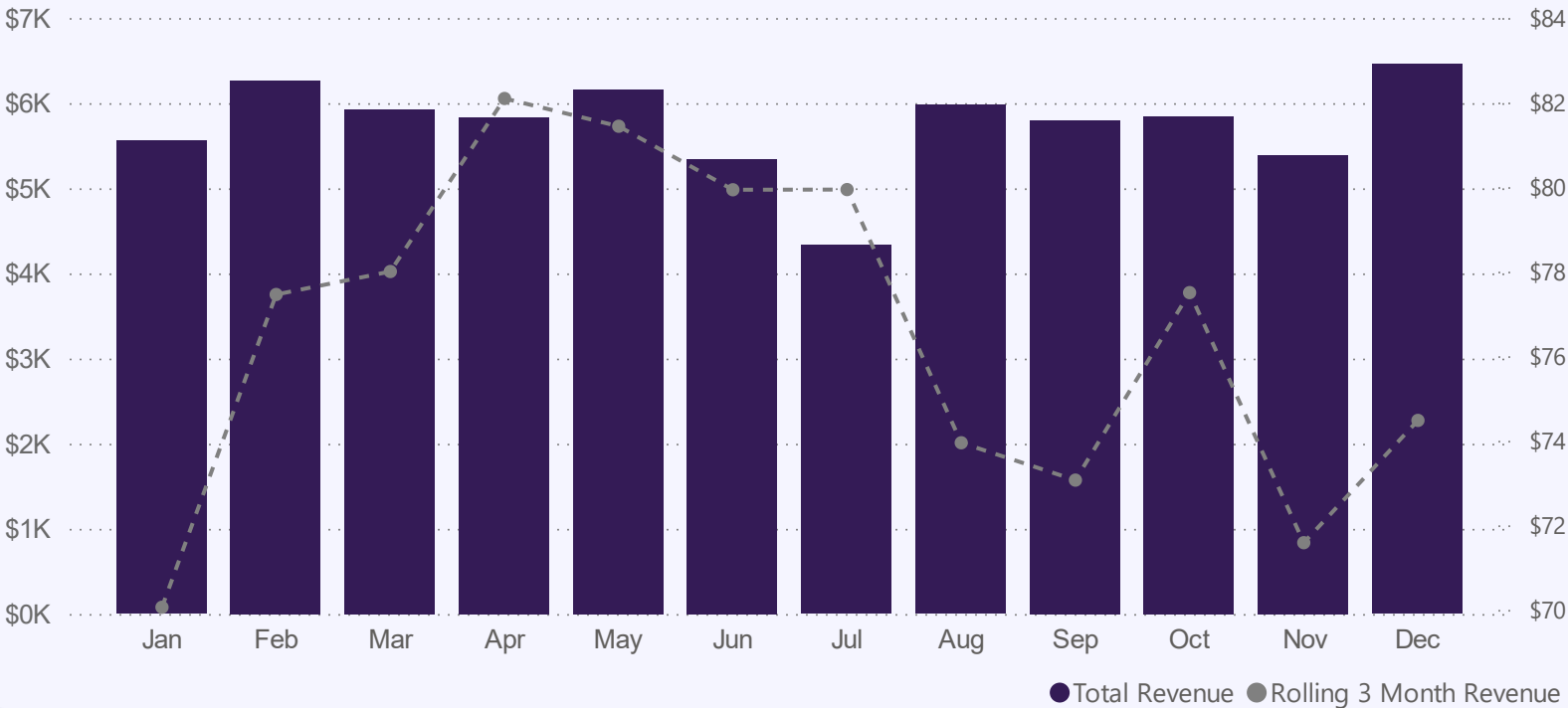
## City Wise Visit Frequency

Average weekly visits by city with personal training



## Growth Over Time

Monthly revenue generated



# California Fitness Membership



\$40.14

Avg Subscription Price

50.95%

Uses Sauna

50.15%

Group Lesson Attendees

50.00%

Drink Subscribers

29.68%

Weekday Visitors

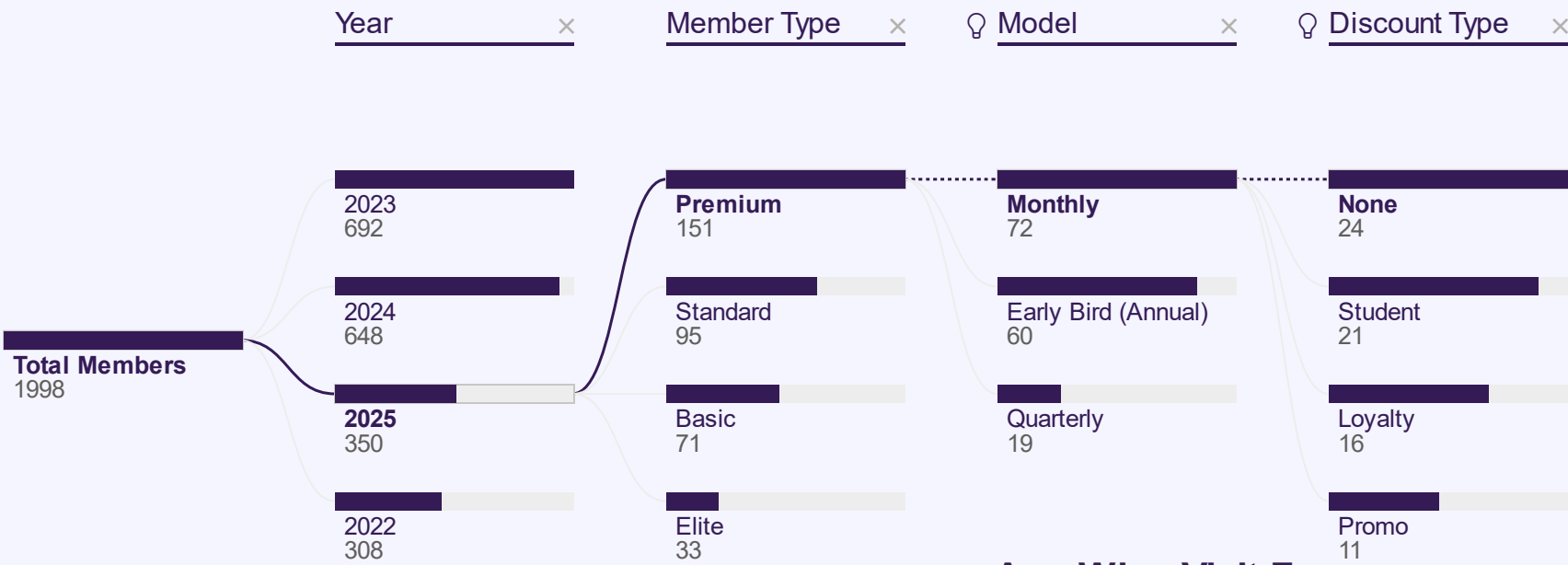
Overview

Analysis

Segment

## Sign Up Growth

Breaking down membership base

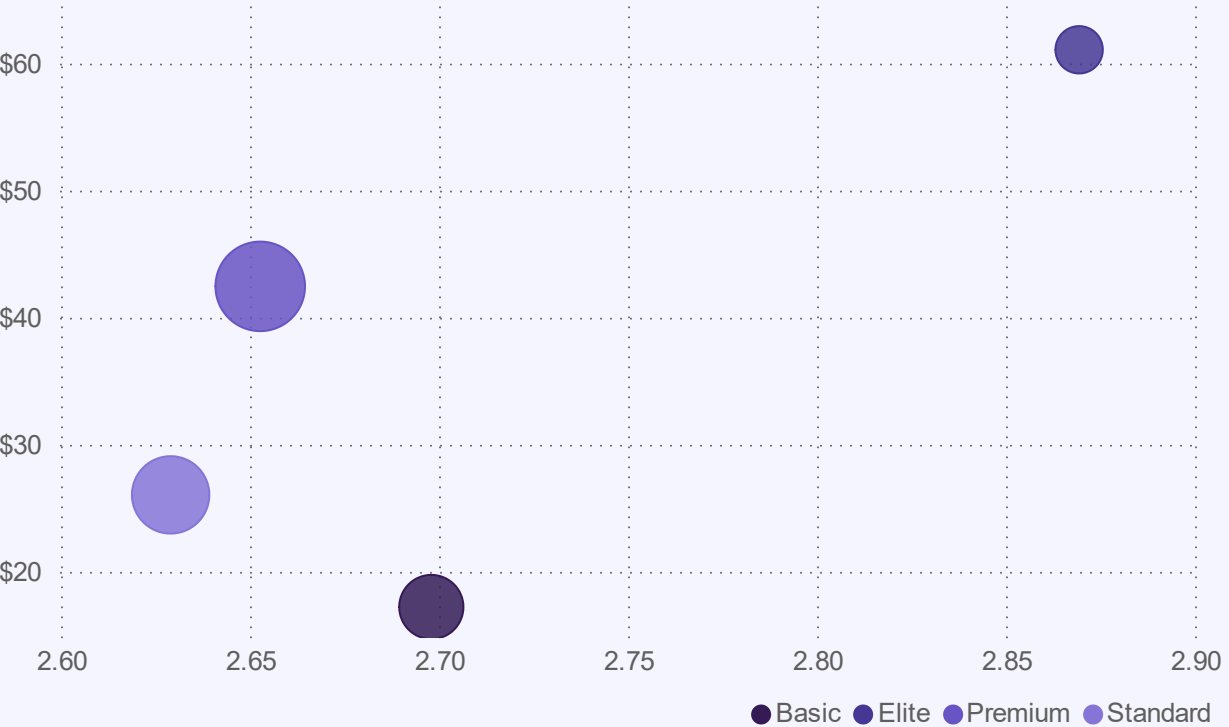


## Age Wise Visit Frequency

Average visits per week with personal training hours

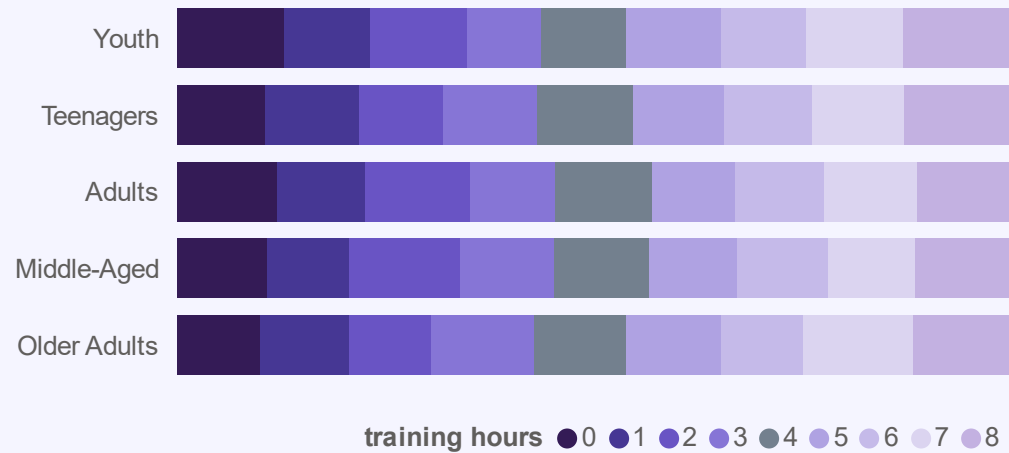
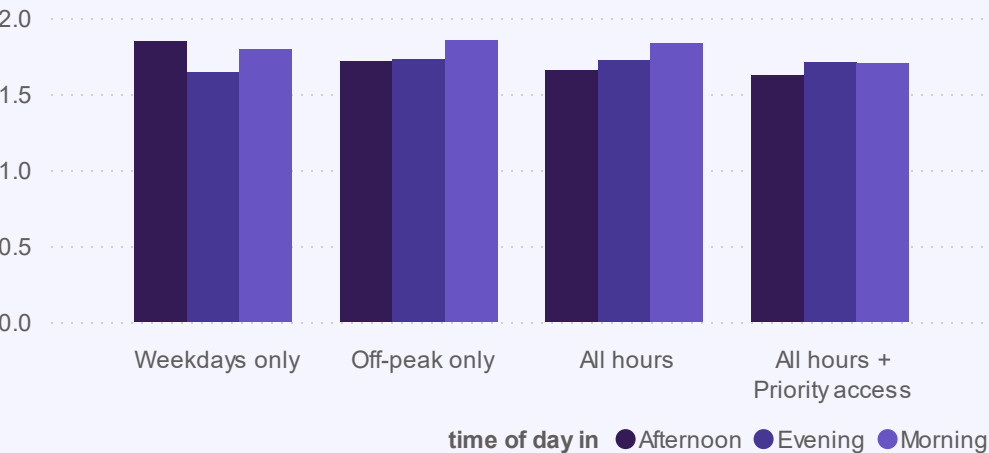
## Membership Tier Economics

Exploring ARPM vs average weekly visits by membership types (size: # of members)



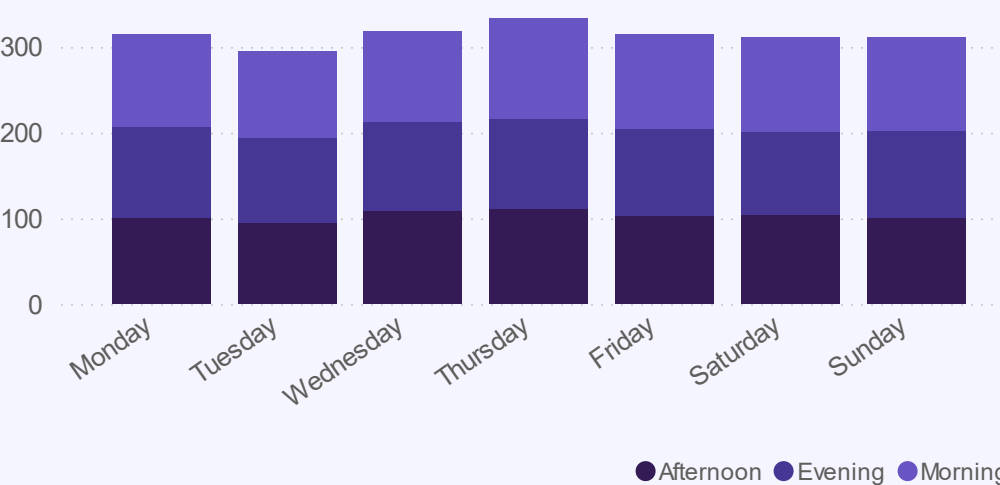
## Peak Usage Patterns

Comparing check-ins and average hourly duration with access hours



## Time Spent in Gym

Average minutes in gym by day of week and time of day



MyGym

Overview

Analysis

Segment

California Fitness Membership

Fri

Most Frequented Visit Day

4.72

Average Months In Subscription

2.31

Average Personal Training Hours

11:56 AM

Peak Check In Time

02:08 PM

Peak Check Out Time

Member Value & Engagement Clusters

RFM Customer Segmentation

Segment	avg frequency	avg monetary
At-Risk Loyalists	6.2	\$21
Champions	6.2	\$44
Hibernating	8.5	\$23
High-Spend Leavers	8.5	\$29
Loyal	13.2	\$34
Potential	14.2	\$45
Recent Low-Spenders	15.2	\$49

Member Count Across RFM Segment

Distribution by segment

Segment	Count
Loyal	552
At-Risk Loyalists	298
Potential	203
Recent Low-Spenders	518
High-Spend Leavers	185
Champions	120
Hibernating	122

Discount Impact On Retention

Discount rates vs subscription length by member type

Member Type	avg discount rate	avg months in subscription
Basic	0.055	4.75
Elite	0.045	4.45
Premium	0.065	5.05
Standard	0.055	4.35

Location Financials

Measuring city performance and growth

City	Members	Total Revenue	Total Discount	YTD	%YoY
San Diego	201	\$7,395.25	\$1,034.75	\$1,536.3	0.53
Fresno	265	\$8,983.30	\$1,426.70	\$1,468.75	0.43
Sacramento	226	\$7,358.75	\$1,341.25	\$1,448.525	0.47
Long Beach	223	\$7,402.33	\$1,337.68	\$1,281.25	0.51
San Francisco	201	\$6,798.15	\$1,161.85	\$1,199.55	0.43
Los Angeles	173	\$6,386.50	\$953.50	\$1,194.875	0.43
Anaheim	188	\$6,023.20	\$1,006.80	\$1,146.975	0.44
Bakersfield	189	\$6,841.83	\$1,158.18	\$1,138.25	0.43
Oakland	165	\$5,478.75	\$1,051.25	\$802.375	0.42
San Jose	167	\$6,205.78	\$854.23	\$774.625	0.32
Total	1998	\$68,873.83	\$11,326.18	\$11,991.475	0.44

Segment Engagement

Average number of days different segments by age access the gym

Segment	All hours	All hours + Priority access	Off-peak only
At-Risk Loyalists	3.53	3.44	
Champions	3.76	3.89	
Hibernating			1.5
High-Spend Leavers	1.57	1.60	
Loyal	2.96	2.65	4.0
Potential	1.38		2.1
Recent Low-Spenders	1.48	1.67	2.6
Total	2.65	2.87	2.7