



# Featuring Club Automation Data

These screenshots are of real club data for a multi-location full-service family club offering fitness, golf, tennis, aquatics, dining, massage, special events, and more. Currently the sole data source for their analytics is Club Automation.

Identifying details have been blurred out to protect the privacy of this client.

my.easalytics.com/Admin/MaintainGroups?type=Profit%20Center#

Profit Center Groups

There are 1 Profit Center values that need grouping

<input type="checkbox"/>	Profit Center	Profit Center Group	Last Modified Date	Last Modified User
<input type="checkbox"/>	Unknown - Bean Bag Payouts \$700 - DW (\$-700.00)	Needs Grouping		
<input type="checkbox"/>	Appointment - Swimming Private Lessons (\$9715.61)	Classes		
<input type="checkbox"/>	Appointment - Yoga Private Lesson (\$48.17)	Classes		
<input type="checkbox"/>	Unknown - Bean Bag Payouts \$700 - DW (\$-700.00)	Needs Grouping		
<input type="checkbox"/>	Group Activity - Group Exercise (\$405.00)	Classes	2023-02-16	
<input type="checkbox"/>	Group Activity - Group Fitness (\$3658.16)	Classes	2023-02-16	
<input type="checkbox"/>	Group Activity - Yoga (\$38742.17)	Classes		
<input type="checkbox"/>	Group Activity - Yoga Classes (\$90.00)	Classes		
<input type="checkbox"/>	Miscellaneous - Group Fitness (\$37.16)	Classes		
<input type="checkbox"/>	Miscellaneous - Yoga (\$153.38)	Classes		
<input type="checkbox"/>	Miscellaneous - Yoga Classes (\$249.87)	Classes		
<input type="checkbox"/>	Packages - Group EX (\$10956.68)	Classes		
<input type="checkbox"/>	Program - Fitness (\$267.00)	Classes		
<input type="checkbox"/>	Program - Group Fitness (\$570.00)	Classes		
<input type="checkbox"/>	Program - Yoga (\$379.00)	Classes		
<input type="checkbox"/>	Add-on - Cart Membership Dues (\$377868.37)	Dues/Fees	2023-02-16	
<input type="checkbox"/>	Add-on - Family Golf/Fitness Annual Dues (\$477.22)	Dues/Fees		
<input type="checkbox"/>	Add-on - Family Monthly dues (\$600.00)	Dues/Fees		

Filters

Select Profit Center Group(s)

Select Last Modified User(s)

Group Assignments

Assign all selected items to group:

Groups

History Save Groups Hide x

PENDING GROUP CHANGES

Rename, Delete, or Add a group below. Check the applicable boxes to indicate if the group is discretionary/ancillary/non-dues revenue, and if the group represents PT/Personal Training revenue. PT-specific analytics will not be available if none are indicated as PT. Changes take effect the following business day.

GROUP	DISCRETIONARY	PT
<input checked="" type="checkbox"/> Classes	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Dues/Fees	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Food/Beverages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Merchandise	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Other Services	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Personal Training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Massage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Golf	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Tennis	<input type="checkbox"/>	<input type="checkbox"/>

Admins are alerted when new profit centers need to be grouped

Profit centers can be grouped individually or in bulk


Profit center groups can be defined however you like

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Admins can define and manage groupings for Profit Centers, Membership Types, Events, and Service Items



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Membership Type Groups

There are 1 Membership Type values that need grouping

HistorySave ChangesDownload ListUpload List

<input type="checkbox"/>	Membership Type (members)	Membership Type Group	Last Modified Date	Last Modified User
<input type="checkbox"/>	- Single Fitness Plus +1/Multiple Child (An...	Needs Grouping		
<input type="checkbox"/>	Couple Fitness Plus (12-Month) (6,515)	Fitness		
<input type="checkbox"/>	Couple Fitness Plus (Annual) (131)	Fitness		
<input type="checkbox"/>	Family Fitness Plus (12-Month) (27,170)	Fitness		
<input type="checkbox"/>	Family Fitness Plus (Annual) (526)	Fitness		
<input type="checkbox"/>	Student (748)	Fitness	2023-02-16	
<input type="checkbox"/>	Single Fitness Plus (12-Month) (15,487)	Fitness		
<input type="checkbox"/>	Single Fitness Plus (Annual) (224)	Fitness		
<input type="checkbox"/>	Single Fitness Plus +1/Multiple Child (12-Month) (1,909)	Fitness		
<input type="checkbox"/>	Single Fitness Plus +1/Multiple Child (Annual) (49)	Fitness		
<input type="checkbox"/>	Couple Fitness Plus (12-Month) (184)	Fitness		
<input type="checkbox"/>	Couple Fitness Plus (Annual) (10)	Fitness		
<input type="checkbox"/>	Couple Golf & Fitness Plus (Annual) (5)	Fitness		
<input type="checkbox"/>	Family Fitness Plus (12-Month) (564)	Fitness		
<input type="checkbox"/>	Family Fitness Plus (Annual) (18)	Fitness		
<input type="checkbox"/>	Single Fitness Plus (12-Month) (434)	Fitness		
<input type="checkbox"/>	Single Fitness Plus (Annual) (19)	Fitness		
<input type="checkbox"/>	Single Fitness Plus +1/Multiple Child (12-...	Fitness		

Filters

Apply Filters

Select Membership Type Group(s)

All selected

Select Last Modified User(s)

All selected

Group Assignments

Assign all selected items to group:

Groups

HistorySave GroupsHide

Rename, Delete, or Add a group below. Changes take effect the following business day.

GROUP

☐ Fitness


☐ Golf and Fitness

☐ Other




☐ Short-Term

☐ Trial


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Same Admin UI for defining Membership Type groups and self-management of groupings



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Event Name Groups

HistorySave ChangesDownload ListUpload List

<input type="checkbox"/>	Event Name	Event Name Group	Last Modified Date	Last Modified User
<input type="checkbox"/>	Team-Swimming	Aquatics	2023-02-16	support.growth@easalytics.com
<input type="checkbox"/>	Swimming Private Lessons - WL-Swimming	Aquatics	2023-02-16	support.growth@easalytics.com
<input type="checkbox"/>	3v3 Basketball Tournament	Basketball		
<input type="checkbox"/>	Basketball Camp	Basketball		
<input type="checkbox"/>	Basketball Clinic	Basketball		
<input type="checkbox"/>	Basketball Training-Fitness	Basketball		
<input type="checkbox"/>	12 PM Aqua Aerobics	Class		
<input type="checkbox"/>	2023 Summer Sport Performance	Class		
<input type="checkbox"/>	4th of July Cycling	Class		
<input type="checkbox"/>	4th of July	Class		
<input type="checkbox"/>	4th of July PiYo	Class		
<input type="checkbox"/>	5:45AM Yoga	Class		
<input type="checkbox"/>	8 AM Aqua Aerobics	Class		
<input type="checkbox"/>	8:30AM HIIT	Class		
<input type="checkbox"/>	Aerobics	Class		
<input type="checkbox"/>	Alignment Based Yoga	Class		
<input type="checkbox"/>	All Ages Yoga	Class		
<input type="checkbox"/>	All Levels Yoga	Class		

Showing 1 to 25 of 549 entries

PreviousNext

Show25entries

Filters

Apply Filters

Select Event Name Group(s)

All selected

Select Last Modified User(s)

All selected

Group Assignments


Assign all selected items to group:




Groups

HistorySave GroupsHide

Rename, Delete, or Add a group below. Check the box if the group represents PT/Personal Training. PT-specific analytics will not be available if none are indicated as PT. Changes take effect the following business day.

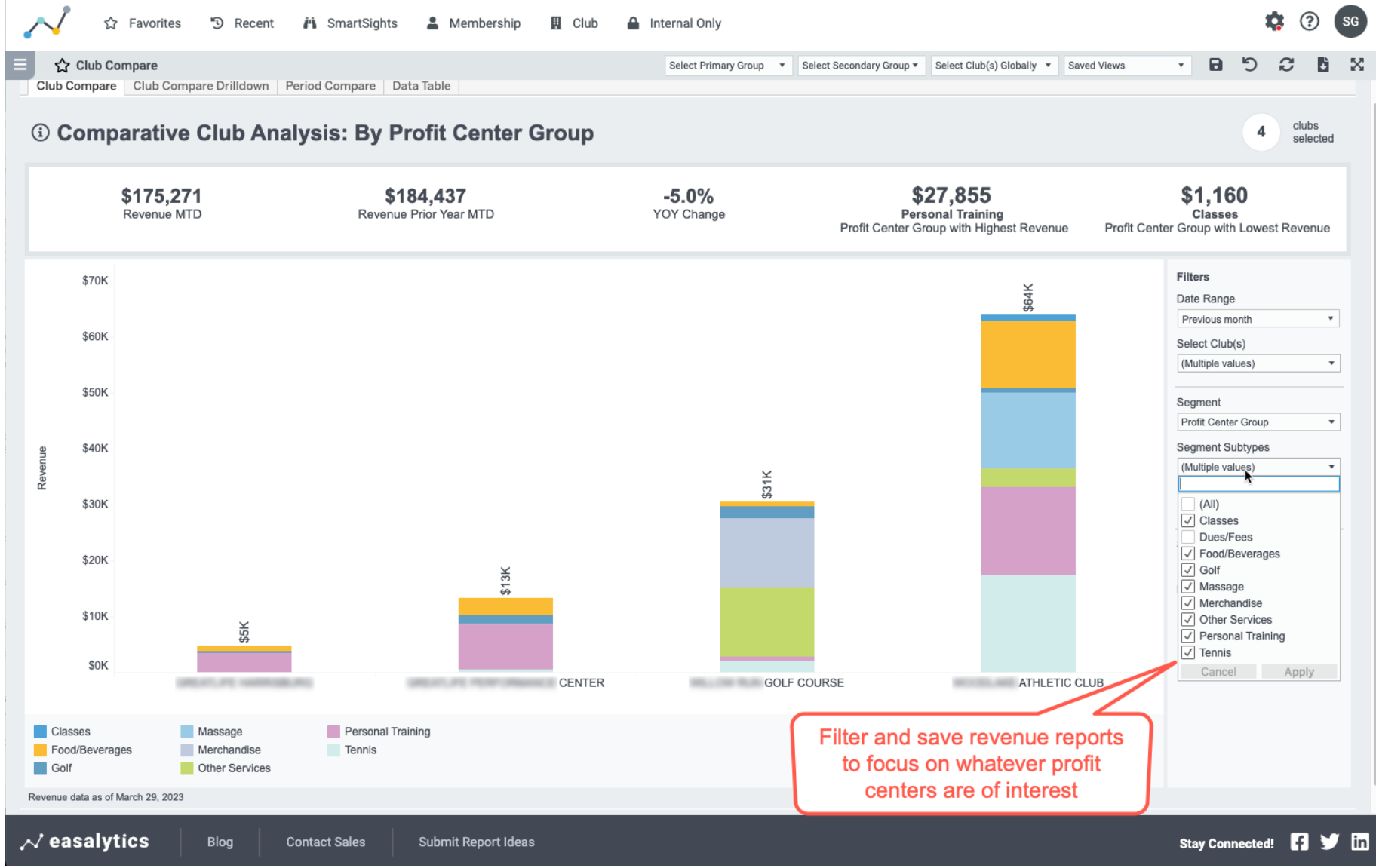
GROUP	PT
<input type="checkbox"/> Appointment	<input type="checkbox"/>
<input type="checkbox"/> Aquatics	<input type="checkbox"/>
<input type="checkbox"/> Basketball	<input type="checkbox"/>
<input type="checkbox"/> Class	<input type="checkbox"/>
<input type="checkbox"/> Golf	<input type="checkbox"/>
<input type="checkbox"/> Massage	<input type="checkbox"/>
<input checked="" type="checkbox"/> Personal Training	<input checked="" type="checkbox"/>
<input type="checkbox"/> Team-Swimming	<input type="checkbox"/>
<input type="checkbox"/> Special Events	<input type="checkbox"/>
<input type="checkbox"/> Tennis	<input type="checkbox"/>
+	

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Same Admin UI for defining Event Type groups and self-management of groupings







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☆ Revenue Trends

Select Primary Group ▾

Select Secondary Group ▾

Select Club(s) Globally ▾

Saved Views ▾



Revenue Trends

Revenue Drilldown

Dues vs. Discretionary

Dues vs. Discretionary Data Ta...

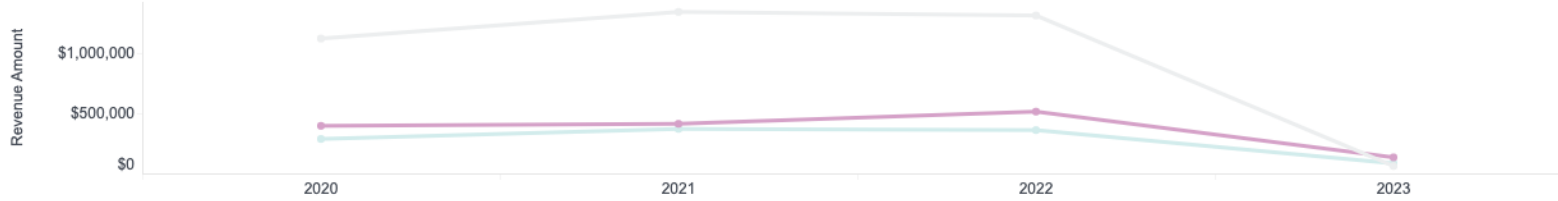
Forecast

Revenue Data Table

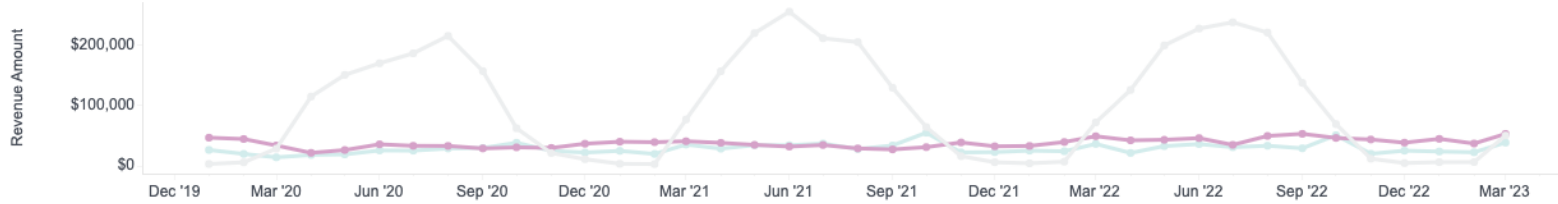
## Revenue Trends: By Profit Center Group

15 clubs selected

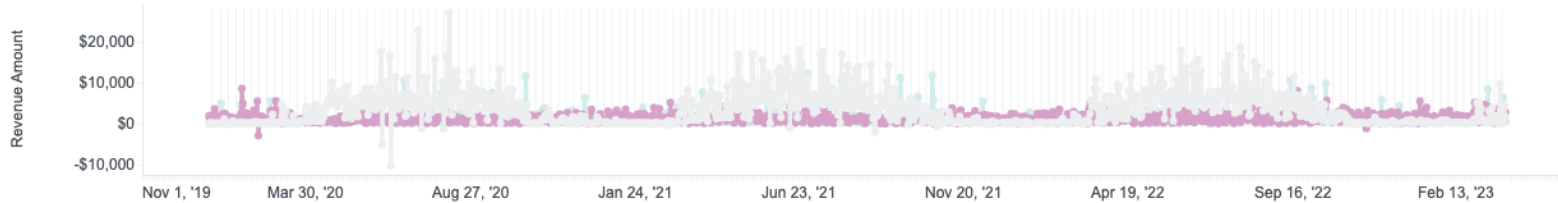
### Annual



### Monthly



### Daily



Golf  
Personal Training  
Tennis

#### Filters

Date Range

Last 4 years ▾

Full Periods Only

All ▾

Select Club(s)

(All) ▾

Overall or By Segment

By Segment ▾

Segment

Profit Center Group ▾

Segment Subtypes

(Multiple values) ▾

- ☐ (All)
- ☐ Classes
- ☐ Dues/Fees
- ☐ Food/Beverages
- ☒ Golf
- ☐ Massage
- ☐ Merchandise
- ☐ Needs Grouping
- ☐ Other Services
- ☒ Personal Training
- ☒ Tennis

Cancel

Apply

Apply

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### Clubs Ahead/Behind Revenue YOY: By Profit Center Group

6 clubs selected

View By: Profit Center Group

YOY Comparison: Comparing current year with 1 year prior

YOY comparison to 1 or 2 years prior

	YTD	Prior YTD Avg	YTD Avg	YTD Net
Merchandise	\$50,670	\$30,305		+67.2%
Food/Beverages	\$59,719	\$50,753		+17.7%
Personal Training	\$107,130	\$96,134		+11.4%
Dues/Fees	\$2,142,170	\$1,927,942		+11.1%
Massage	\$44,102	\$40,375		+9.2%
Tennis	\$77,486	\$79,240		-2.2%
Classes	\$3,628	\$4,484		-19.1%
Golf	\$56,716	\$71,955		-21.2%

	MTD	Prior MTD Avg	MTD Avg	MTD Net
Merchandise	\$30,753	\$17,292		+77.8%
Food/Beverages	\$20,176	\$18,817		+7.2%
Personal Training	\$43,763	\$36,901		+18.6%
Dues/Fees	\$739,916	\$678,233		+9.1%
Massage	\$15,088	\$13,803		+9.3%
Tennis	\$34,796	\$32,630		+6.6%
Classes	\$1,321	\$1,568		-15.8%
Golf	\$46,015	\$62,133		-25.9%

- Classes
- Dues/Fees
- Food/Beverages
- Golf
- Massage
- Merchandise
- Personal Training
- Tennis

Filters

Select Club(s): (Multiple values)

Clubs Open < 1 Year (1): Exclude

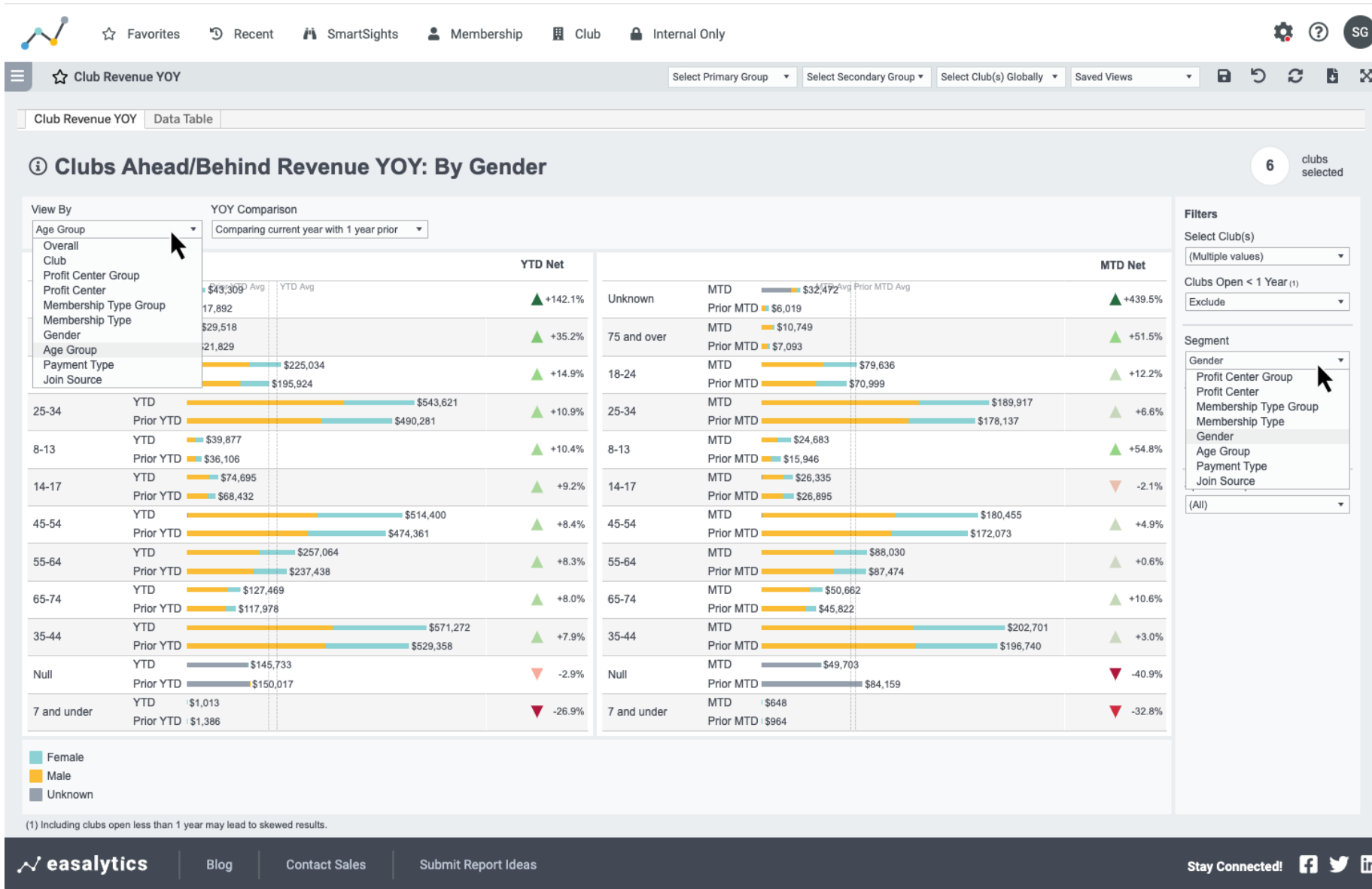
Segment: Profit Center Group

Segment Subtypes: (Multiple values)

Reset Segment Subtypes

Spend Group: (All)

(1) Including clubs open less than 1 year may lead to skewed results.  
Revenue data as of March 29, 2023

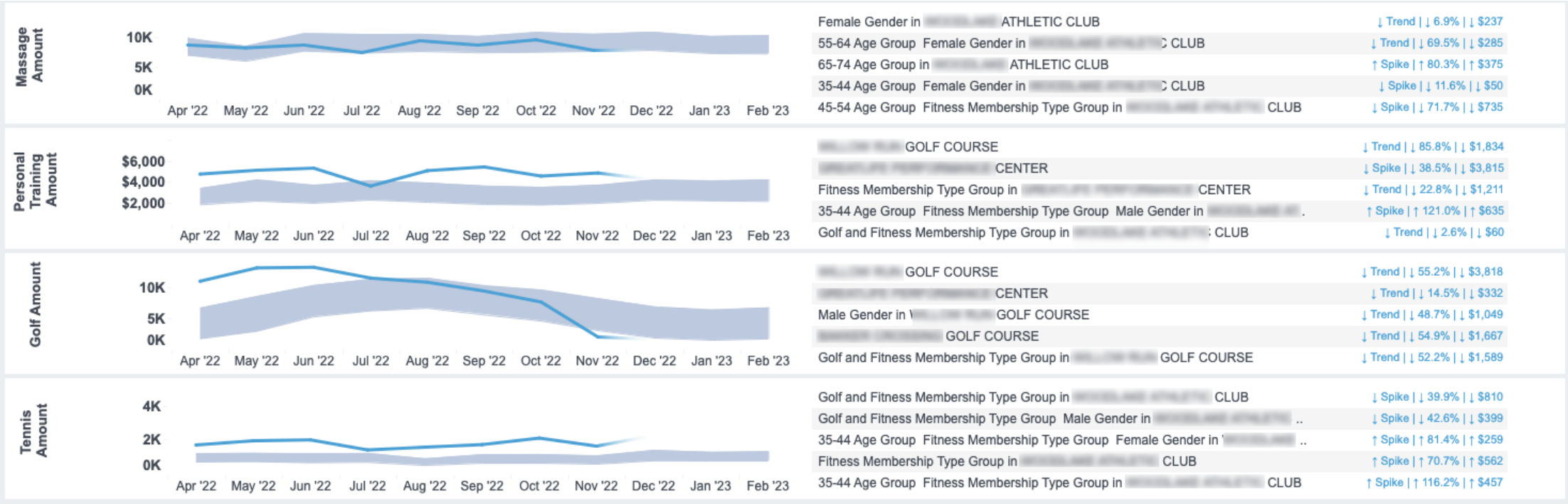


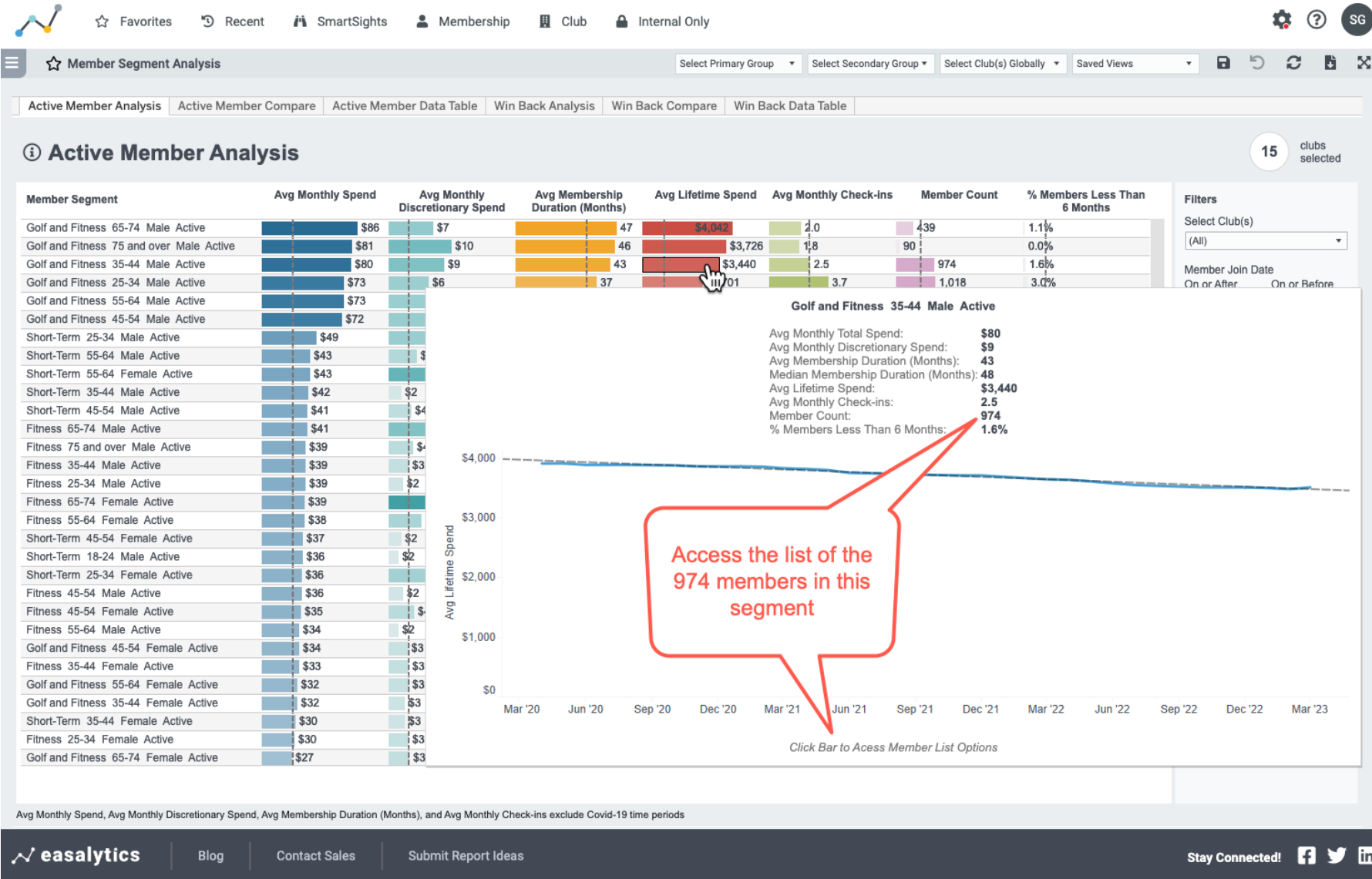
Same dashboard as previous one, set to view by Age Group with bars segmented by Gender. Data can be explored in a multitude of ways with View By and Segment combinations on many dashboards.

Note the age groupings are more narrow than shown on our Demo site. They can be defined in any way to accommodate age-specific programming.



SmartSights automated trend and anomaly detection automatically monitors any type of profit center.

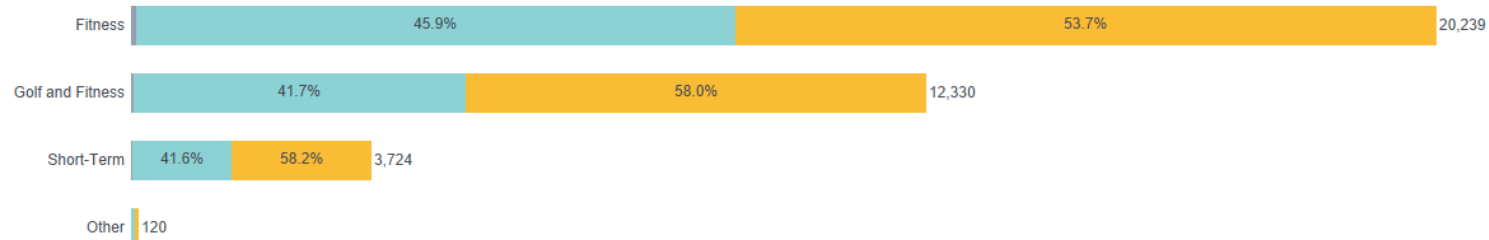




Member segmentation is by user-defined Membership Type and Age groups

Unknown  
Gender With Fewest Members

View By: Membership Type Group ▼



Member reports can be filtered on Primary, Secondary, and Dependent members

### Filters & Legends

As Of Date

March 31, 2023

Select Club(s)

Segment

Gender

### Segment Subtypes

(All)

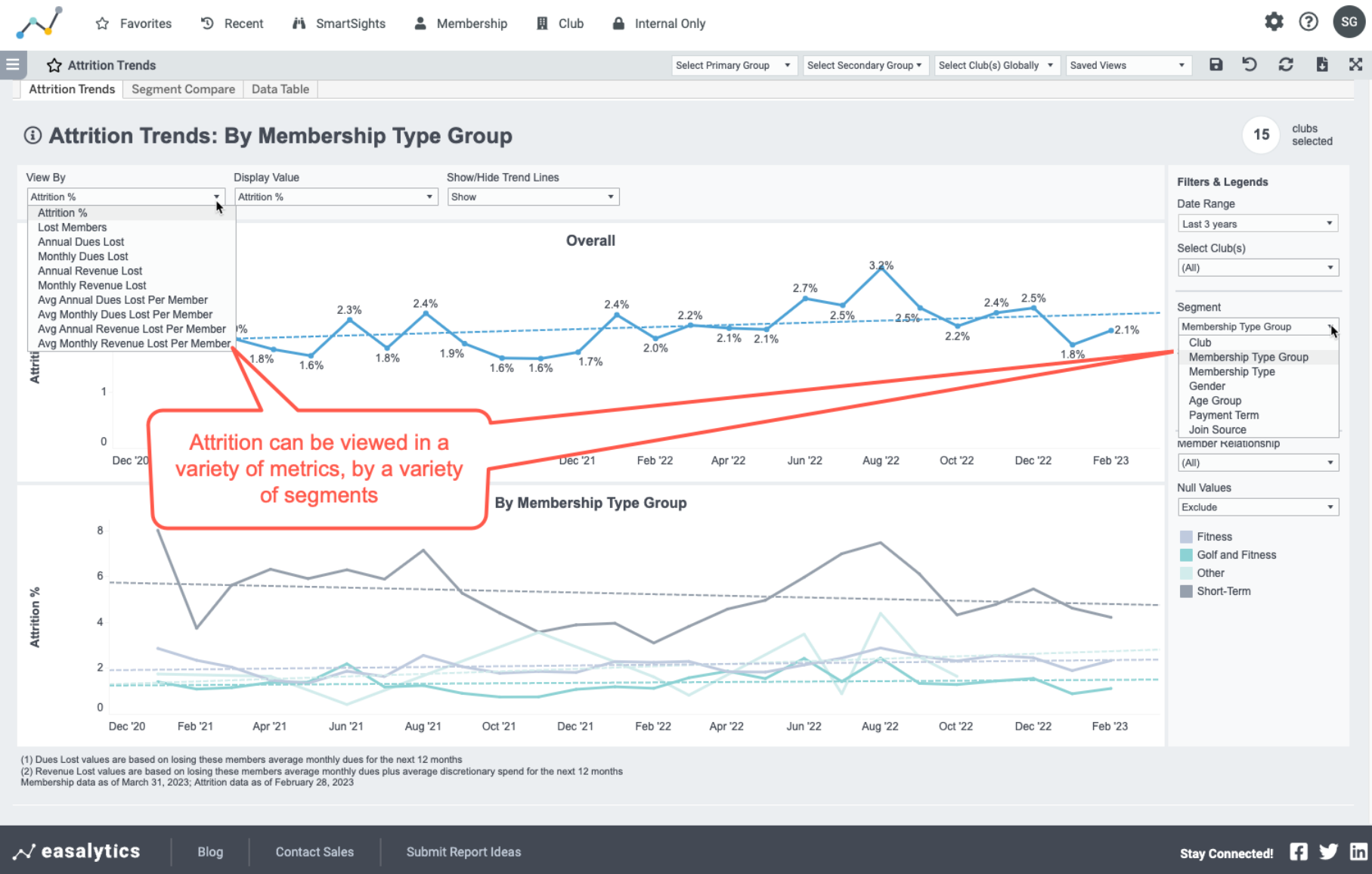
## Reset Segment Subtypes

Member Relationship

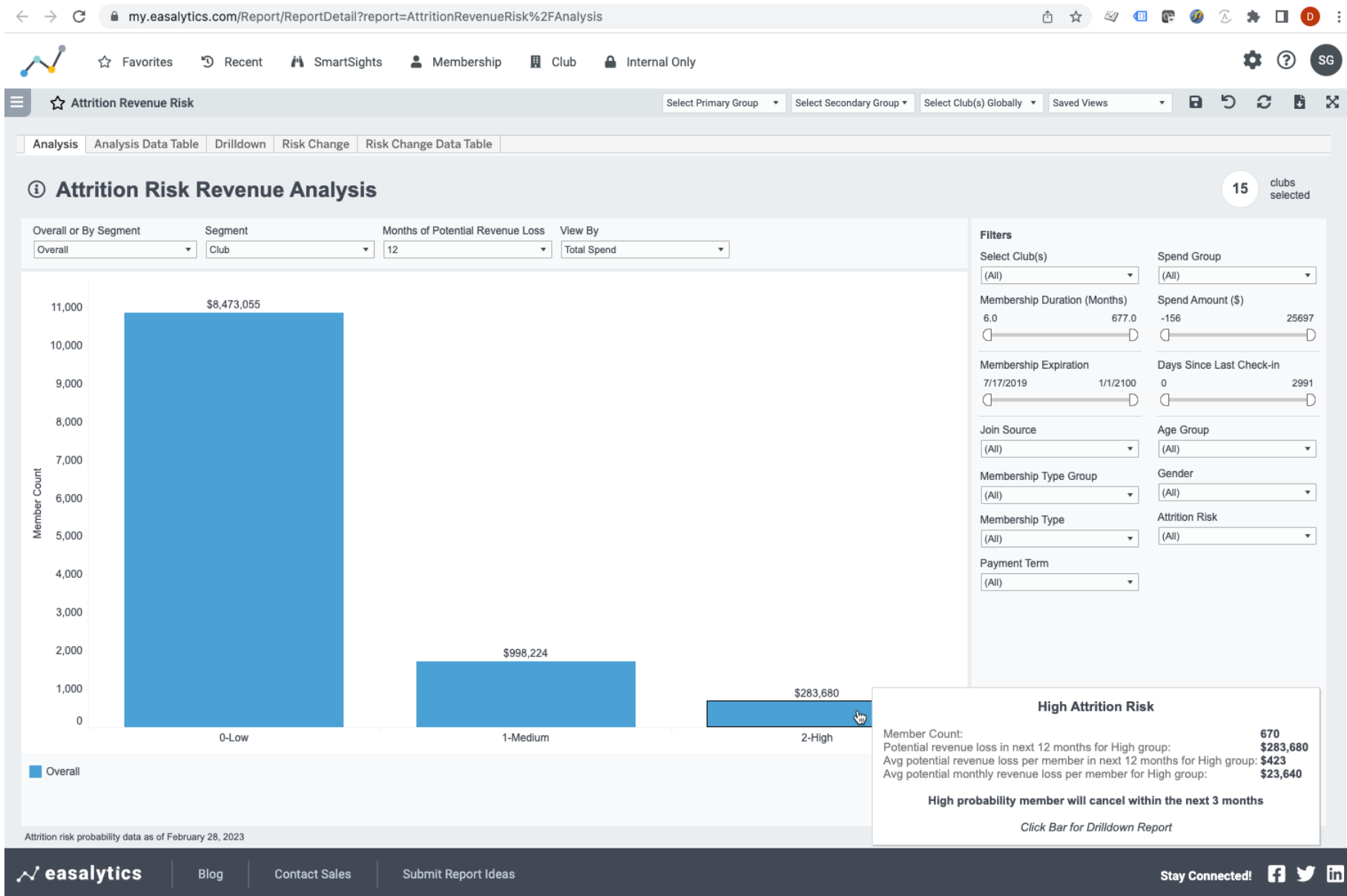
(All)

☒ (All)  
☒ Dependent Member☒ Primary Member☒ Secondary Member☒ Unknown

Cancel Apply

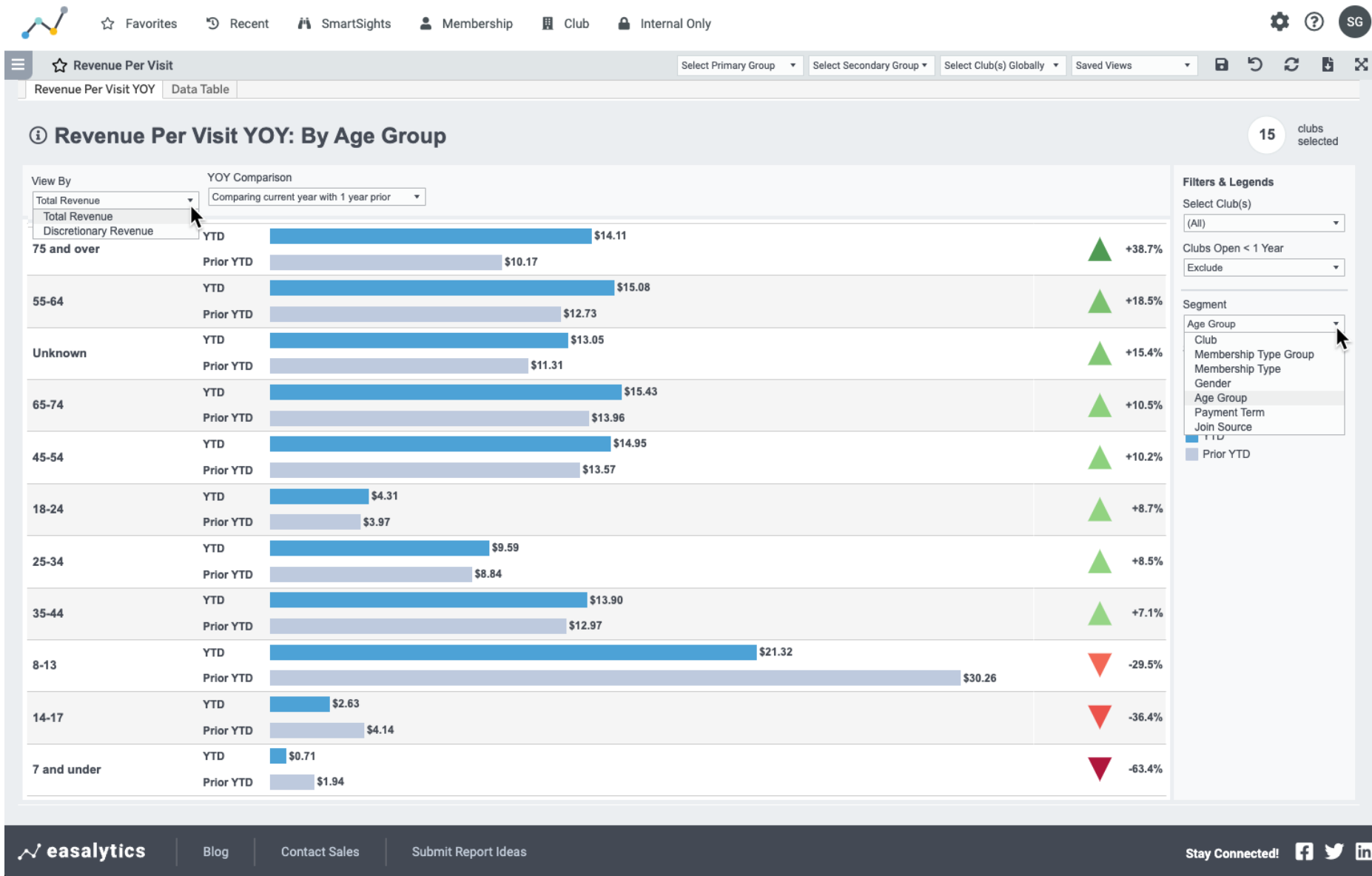


Flexible metric options to view KPIs in the way that makes sense for your business.



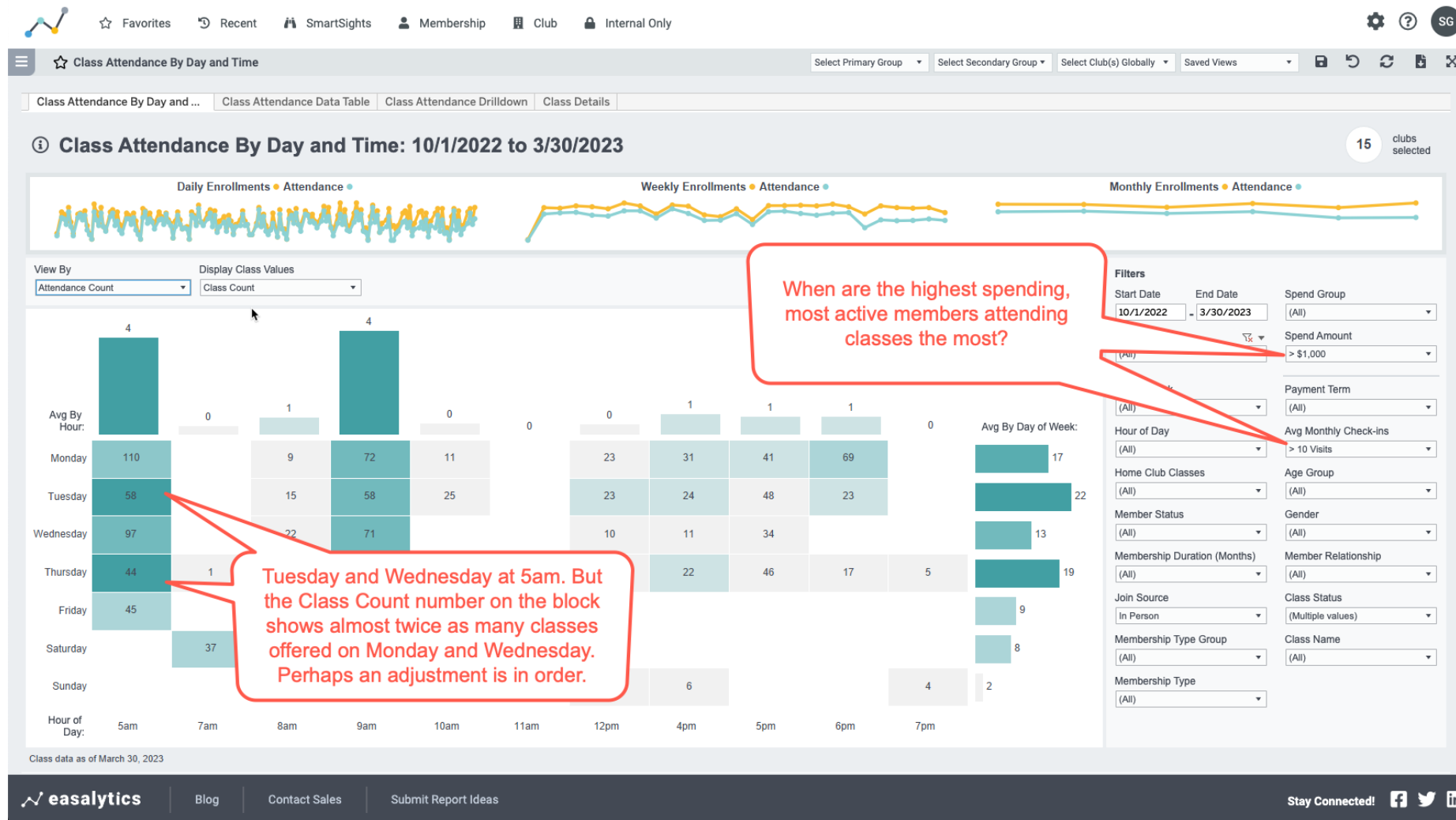
Attrition Risk predictive model will evaluate any member demographic and behavioral data points your MMS collects to identify any variable combinations that are predictive of a member canceling within the next 3 months.

The model therefore is not tied to a fixed generic set of variables, but is tuned to each club's unique service offerings and usage patterns.

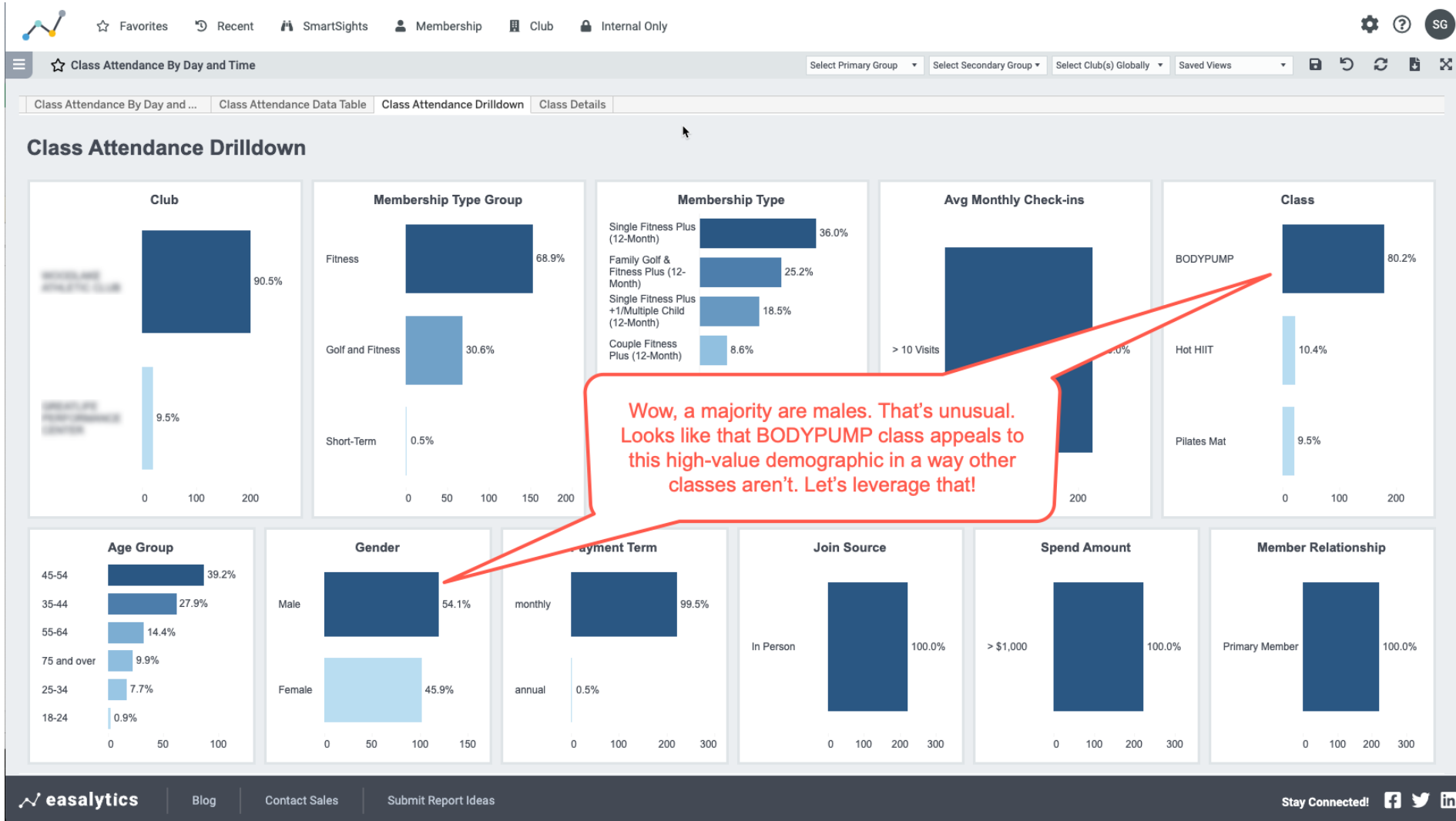


Recently a client asked for Revenue per Visit analytics. We didn't have it so we built it for everyone.

Other clients who hadn't previously used this metric adopted it for targeted marketing of in-club services like F&B, recovery, etc.



How detailed can you get? You could view class attendance count, rate, and utilization for extremely specific member segments. Here we're just looking at when our highest spending, most active members attend the most classes.



Who are those high-value, highly-engaged members attending classes on Tuesday at 5am?

This is drilldown view when you click on a time slot. We've already found 2 potentially actionable insights that could improve member experience for a segment of high-value members.



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🏢 Club

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☆ Personal Trainer Activity

Select Primary Group ▾

Select Secondary Group ▾

Select Club(s) Globally ▾

Saved Views ▾

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Completed PT Sessions

Drilldown

Personal Trainer Activity

PT Event Activity

Club PT Activity

Personal Trainer Activity

14 clubs selected

Sort By

Total Sessions ▾

Sort Ascending/Descending

Descending ▾

Employee Name	Club	Employee Start Date	Employee End Date	Employee Status	Employee Duration (Months)	Unique Members	Total Sessions	Completed Sessions	Pending Sessions	Cancelled Sessions	Cancellation Rate	Avg Sessions Per Member	Avg Member Duration With Trainer (Months)	Total Session Duration (Minutes)	Avg ! D (W
Tasha Angles	UNIVERSAL ATHLETIC CLUB	9/20/2020	Null	Active	30	60	2,019	2,007	12	200	9.0%	34	9	70,695	
Patricia Leach	UNIVERSAL ATHLETIC CLUB	6/17/2022	Null	Active	9	67	1,740	1,740	0	44	2.5%	26	8	55,635	
David Butler	UNIVERSAL ATHLETIC CLUB	9/18/2020	Null	Active	30	40	1,209	1,209	0	15	1.2%	30	7	43,185	
William Briscoe	UNIVERSAL ATHLETIC CLUB	9/21/2020	Null	Active	30	27	1,082	1,082	0	30	2.7%	40	10	32,940	
David Fox	UNIVERSAL ATHLETIC CLUB	9/17/2020	4/19/2022	Inactive	19	29	1,073	1,073	0	8	0.7%	37	8	40,185	
Blair Cox-Manning	UNIVERSAL ATHLETIC CLUB	7/23/2021	Null	Active	20	91	1,020	976	44	353	25.7%	11	3	45,690	
Justin Hargrett	UNIVERSAL ATHLETIC CLUB	9/18/2020	Null	Active	30	87	925	912	13	90	8.9%	11	5	44,100	
Edgar Wade	UNIVERSAL ATHLETIC CLUB	7/14/2022	Null	Active	8	53	882	875	7	74	7.7%	17	5	33,720	
Ken Johnson	UNIVERSAL ATHLETIC CLUB	9/16/2020	Null	Active	30	10	862	855	7	8	0.9%	86	15	33,945	
Ty Hensley	UNIVERSAL ATHLETIC CLUB	4/12/2022	Null	Active	11	165	862	859	3	284	24.8%	5	3	38,160	
Sean Andrew Stephens	UNIVERSAL ATHLETIC CLUB	9/16/2020	Null	Active	30	41	840	840	0	28	3.2%	20	6	42,300	
Charles Lee Christensen	UNIVERSAL ATHLETIC CLUB	6/30/2021	Null	Active	21	84	814	814	0	111	12.0%	10	3	35,010	
Christian Taylor	UNIVERSAL ATHLETIC CLUB	4/18/2021	10/20/2022	Inactive	18	52	642	642	0	139	17.8%	12	4	26,445	
John Pugh	UNIVERSAL ATHLETIC CLUB	6/2/2022	Null	Active	9	69	583	578	5	123	17.4%	8	3	24,480	
Andrew J. Miller	UNIVERSAL ATHLETIC CLUB	5/2/2022	Null	Active	10	50	541	531	10	166	23.5%	11	3	22,200	
Joe Wade	UNIVERSAL ATHLETIC CLUB	12/30/2021	12/28/2022	Inactive	12	75	541	541	0	217	28.6%	7	2	28,995	
Nathan Christensen	UNIVERSAL ATHLETIC CLUB	9/18/2020	Null	Active	30	42	507	507	0	6	1.2%	12	9	21,645	
Nathan Christensen	UNIVERSAL ATHLETIC CLUB	9/18/2020	Null	Active	30	27	499	499	0	8	1.6%	18	12	18,735	
Nathan Wade	UNIVERSAL ATHLETIC CLUB	12/9/2021	Null	Active	15	38	489	483	6	125	20.4%	13	6	21,000	
Nathan Stephens	UNIVERSAL ATHLETIC CLUB	8/4/2021	6/8/2022	Inactive	10	61	486	486	0	209	30.1%	8	4	20,685	
Nathan Stephens	UNIVERSAL ATHLETIC CLUB	7/27/2022	Null	Active	8	73	414	392	22	102	19.8%	6	2	17,010	
Justin Pugh	UNIVERSAL ATHLETIC CLUB	9/6/2021	6/15/2022	Inactive	9	54	412	412	0	133	24.4%	8	3	20,220	
Nathan Wade	UNIVERSAL ATHLETIC CLUB	7/19/2022	Null	Active	8	94	410	390	20	149	26.7%	4	3	13,245	
Nathan Taylor Stephens	UNIVERSAL ATHLETIC CLUB	6/25/2021	4/1/2022	Inactive	10	36	379	379	0	25	6.2%	11	7	20,175	
Nathan Stephens	UNIVERSAL ATHLETIC CLUB	9/16/2020	9/3/2022	Inactive	24	38	364	364	0	1	0.3%	10	6	12,675	

Filters

Date Range

Last 3 years ▾

Select Club(s)

(All) ▾

Employee Name

(Multiple values) ▾

Event Name

(All) ▾

Event Status

(All) ▾

Employee Status

(All) ▾

Member Relationship

(All) ▾

Personal training data as of March 31, 2023

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Can we go beyond member data? How about which trainers have the highest cancelation rates, or the most repeat session per member, or are associated with members with higher durations?

Questions? Comments? Let's keep the conversation going!

Doug Young

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