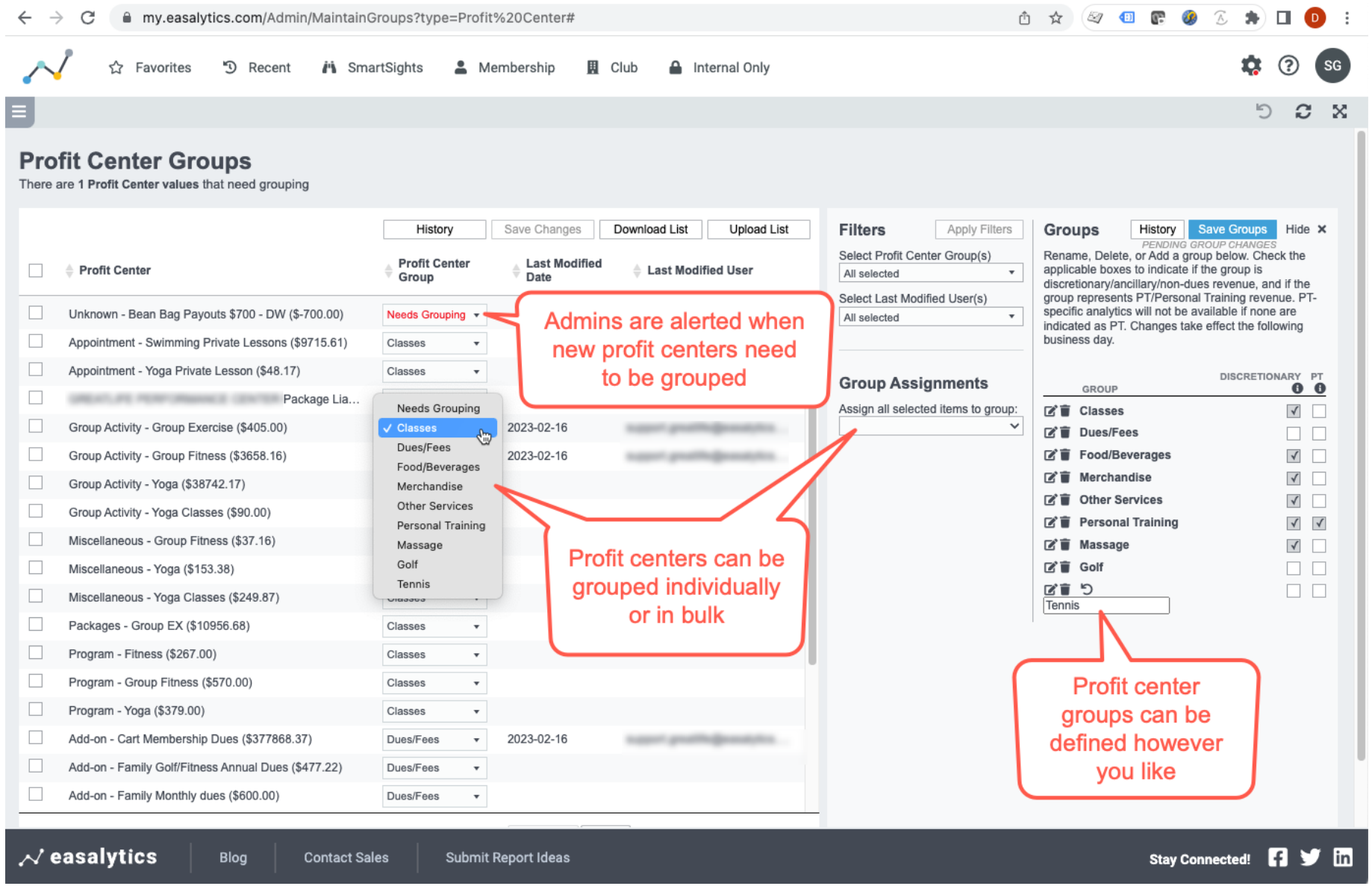
easalytics

Featuring Club Automation Data

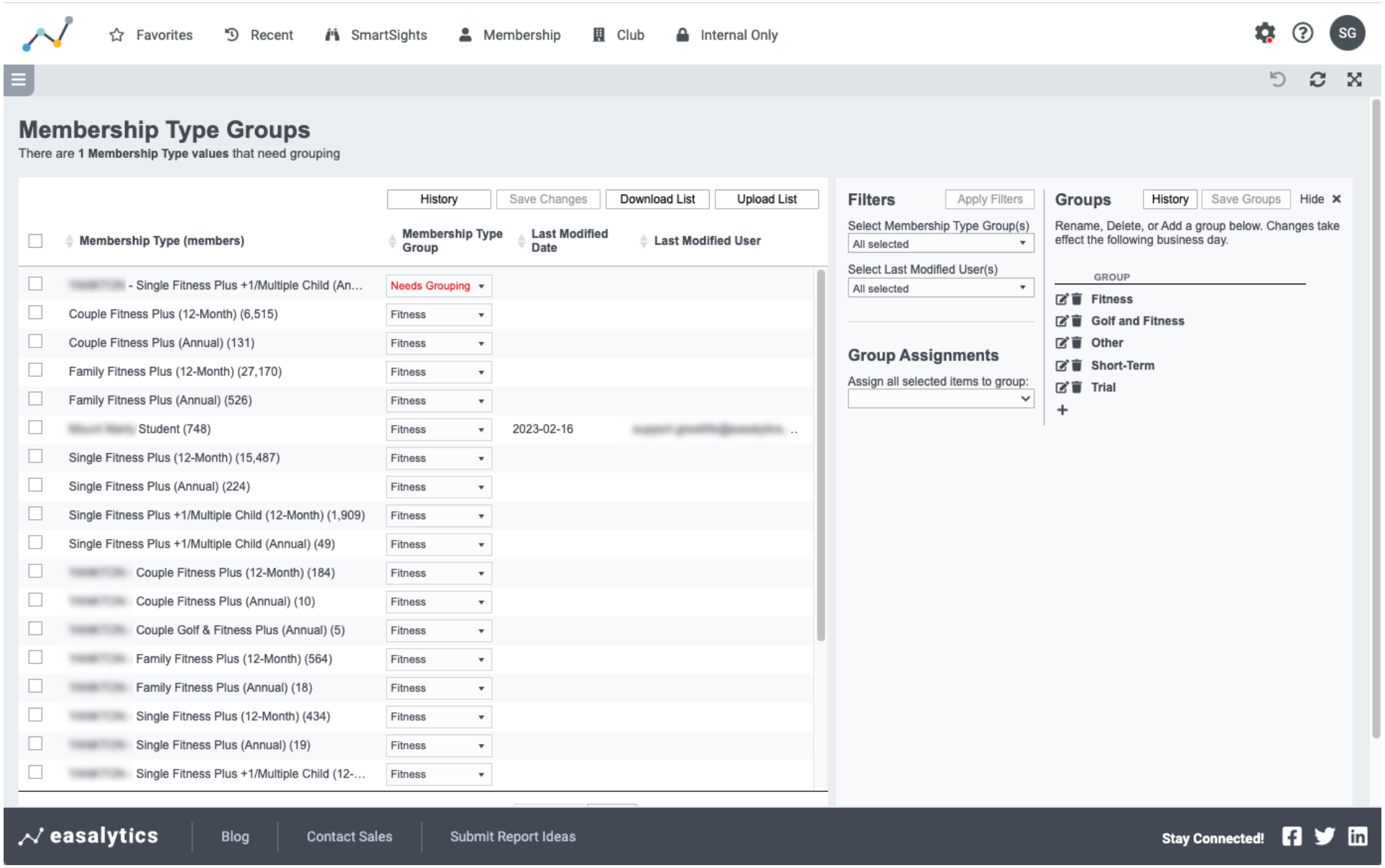
These screenshots are of real club data for a multi-location full-service family club offering fitness, golf, tennis, aquatics, dining, massage, special events, and more. Currently the sole data source for their analytics is Club Automation.

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



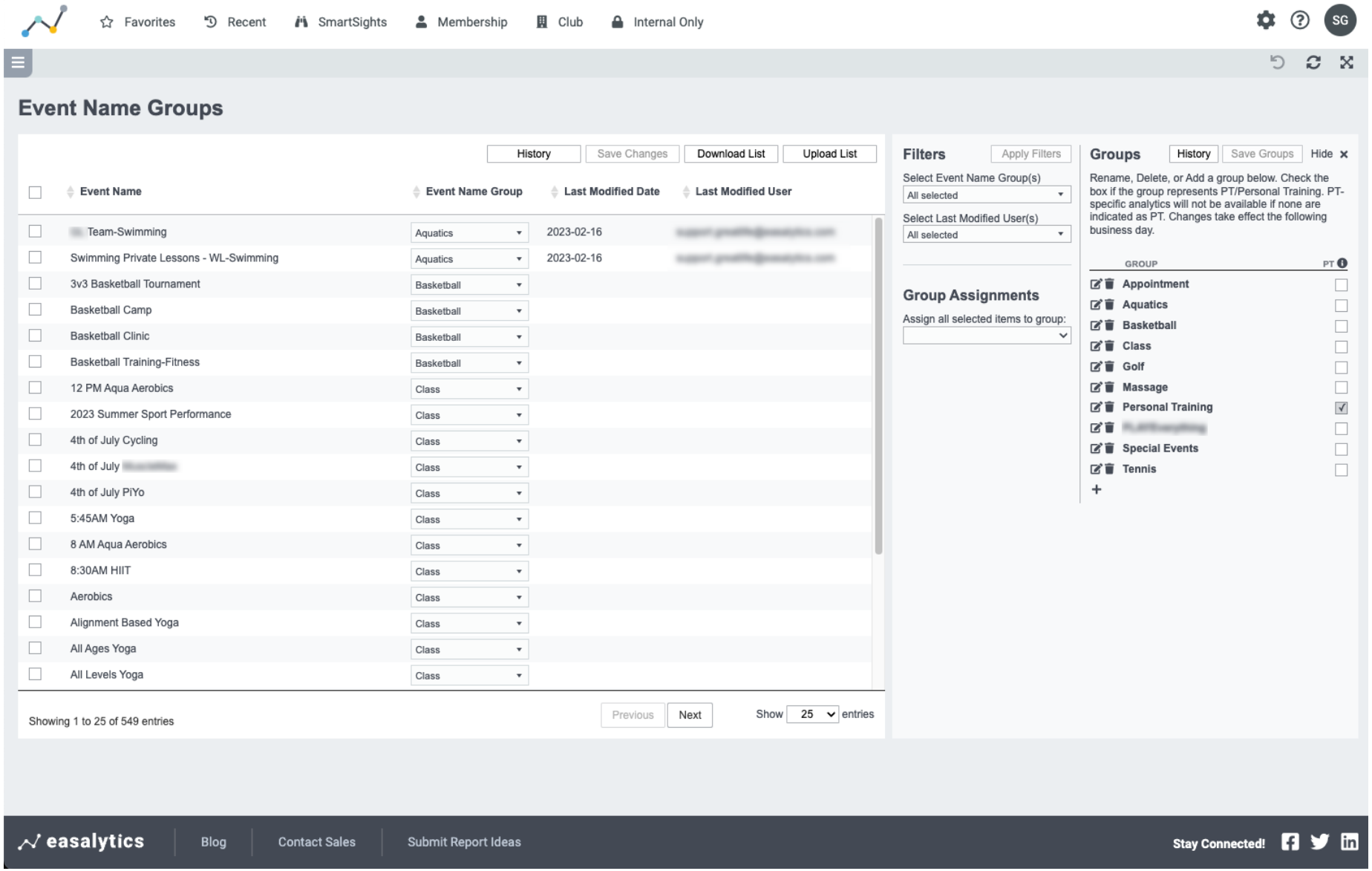
Admins can define and manage groupings for Profit Centers, Membership Types, Events, and Service Items

easalytics



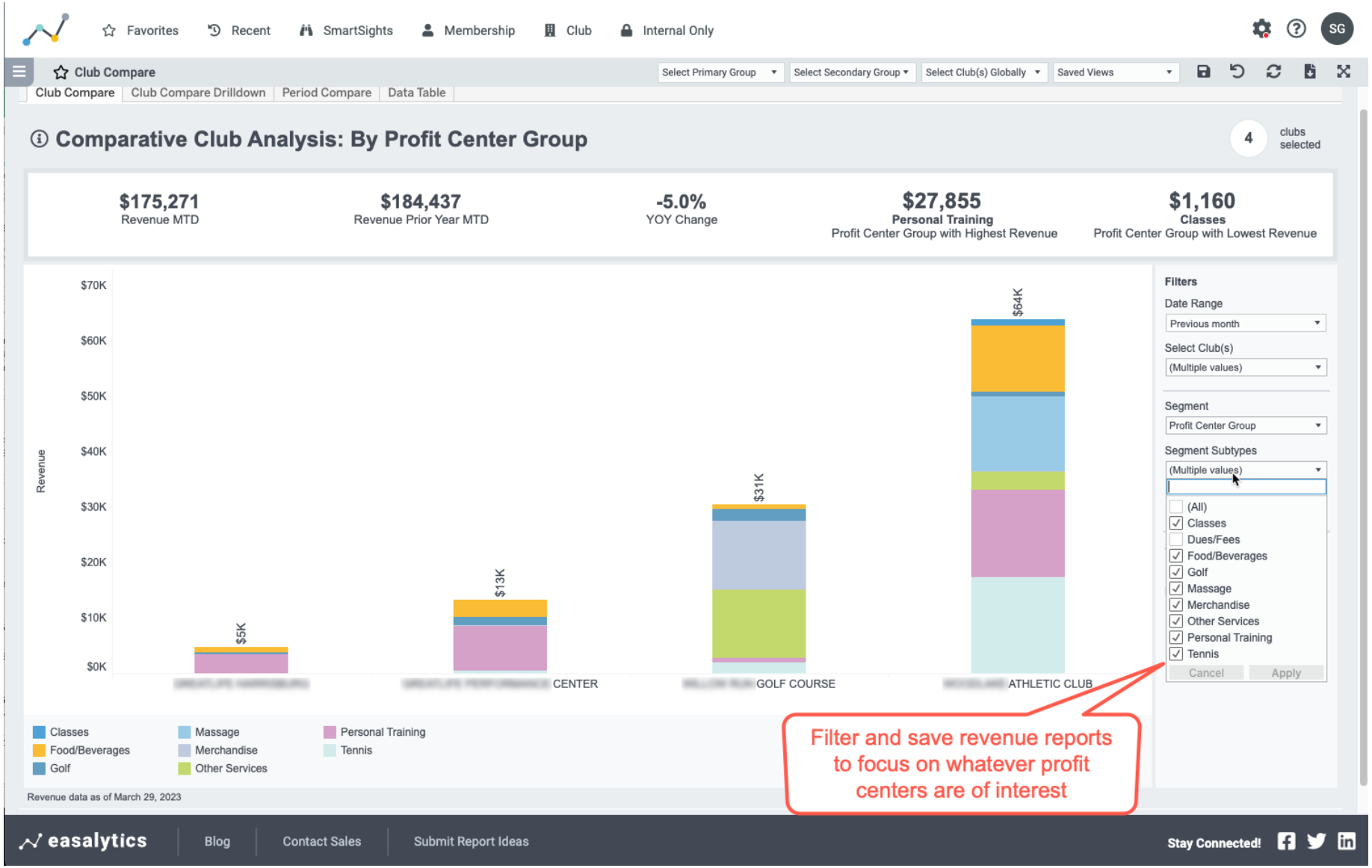
Same Admin UI for defining Membership Type groups and self-management of groupings

easalytics

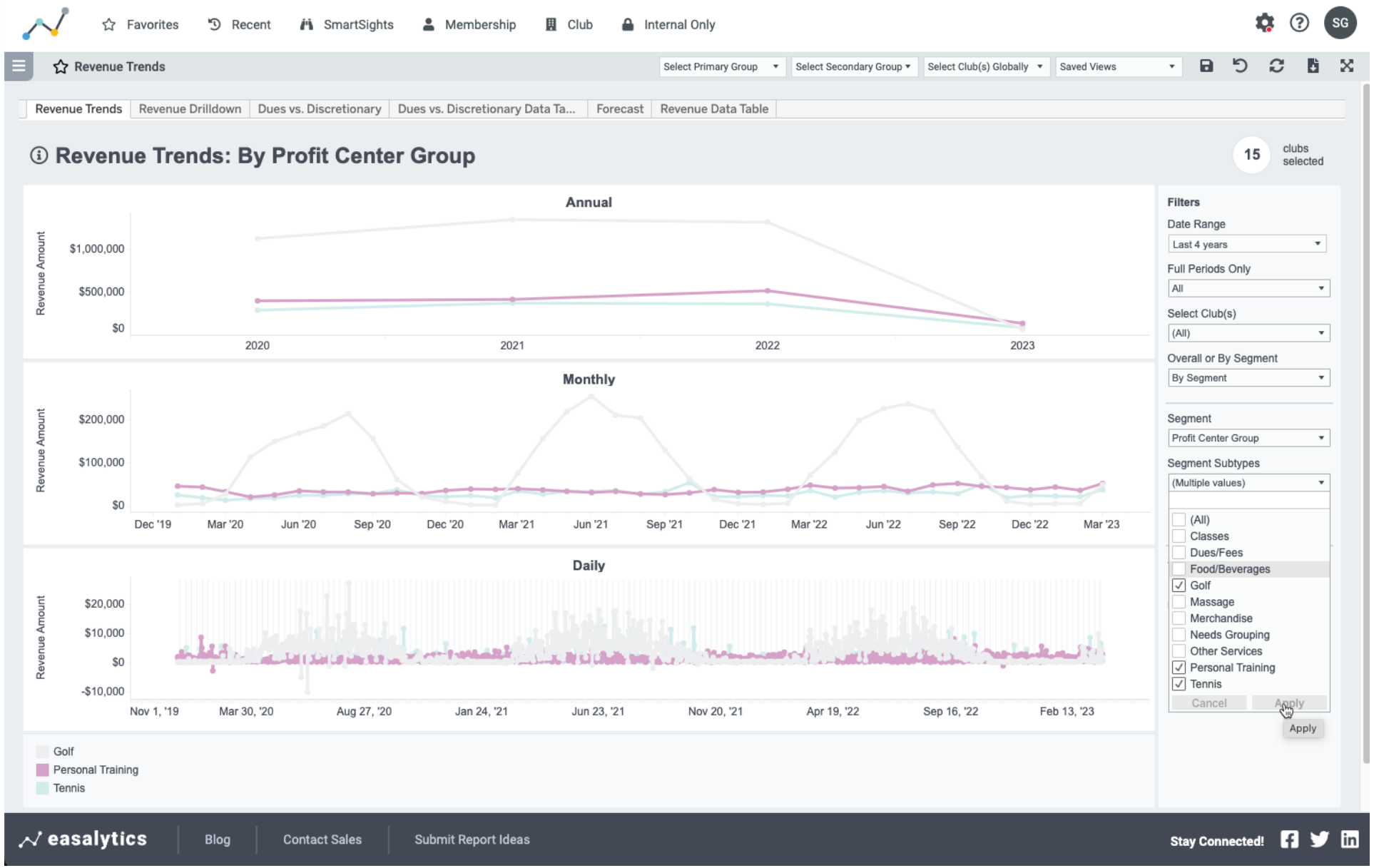


Same Admin UI for defining Event Type groups and self-management of groupings

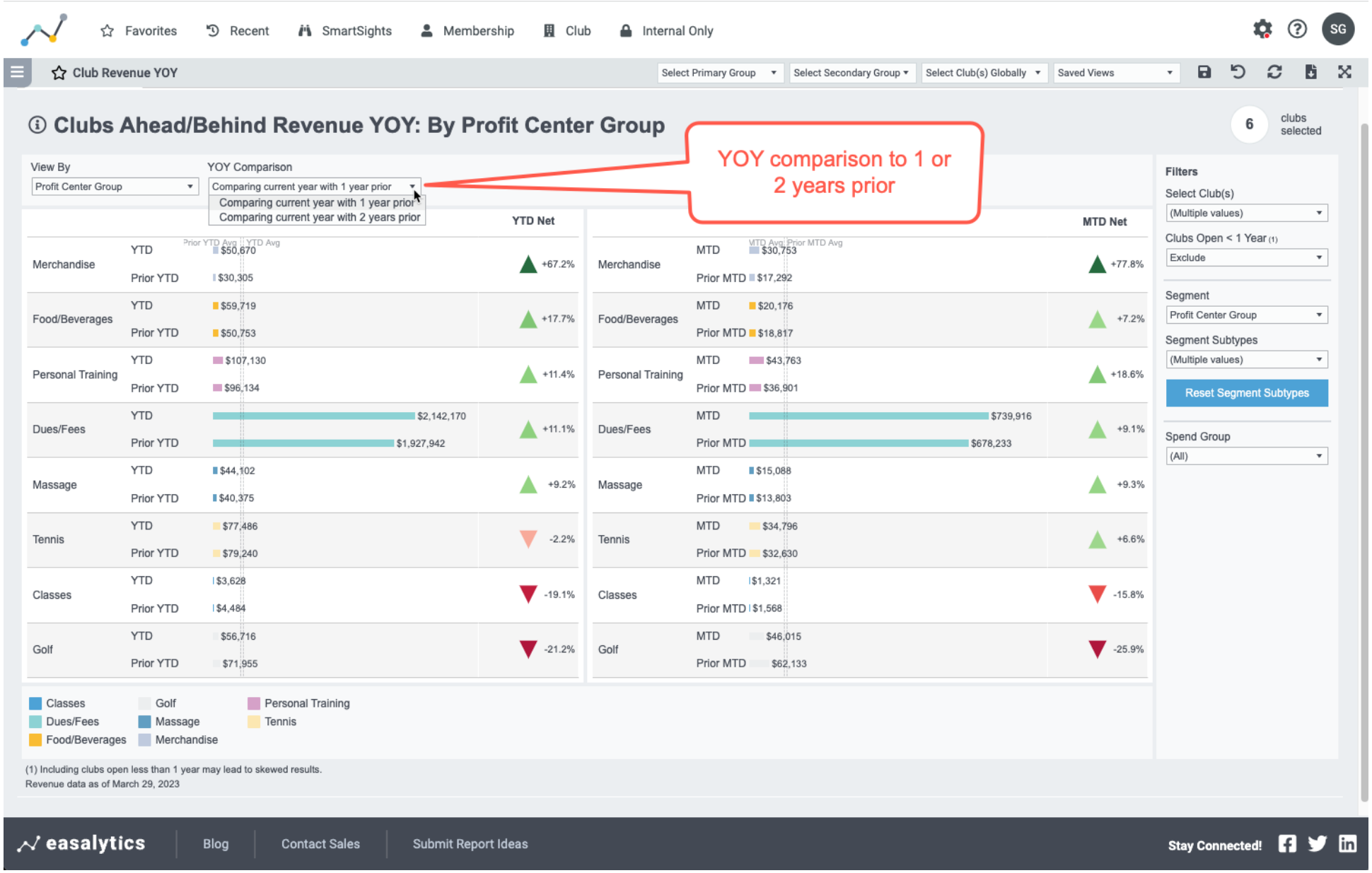
easalytics


Favorites
Recent
SmartSights
Membership
Club
Internal Only
SG
Club Compare
Select Primary Group
Select Secondary Group
Select Club(s) Globally
Saved Views
Club Compare
Club Compare Drilldown
Period Compare
Data Table
Comparative Club Analysis: By Profit Center Group
4
clubs selected
$175,271
Revenue MTD
$184,437
Revenue Prior Year MTD
-5.0%
YOY Change
$27,855
Personal Training
Profit Center Group with Highest Revenue
$1,160
Classes
Profit Center Group with Lowest Revenue
$70K
$60K
$50K
$40K
$30K
$20K
$10K
$0K
Revenue
$5K
$13K
$31K
$64K
CENTER
GOLF COURSE
ATHLETIC CLUB
Classes
Food/Beverages
Golf
Massage
Merchandise
Other Services
Personal Training
Tennis
Revenue data as of March 29, 2023
Filters
Date Range
Previous month
Select Club(s)
(Multiple values)
Segment
Profit Center Group
Segment Subtypes
(Multiple values)
(All)
Classes
Dues/Fees
Food/Beverages
Golf
Massage
Merchandise
Other Services
Personal Training
Tennis
Cancel
Apply
Filter and save revenue reports to focus on whatever profit centers are of interest
easalytics
Blog
Contact Sales
Submit Report Ideas
Stay Connected!

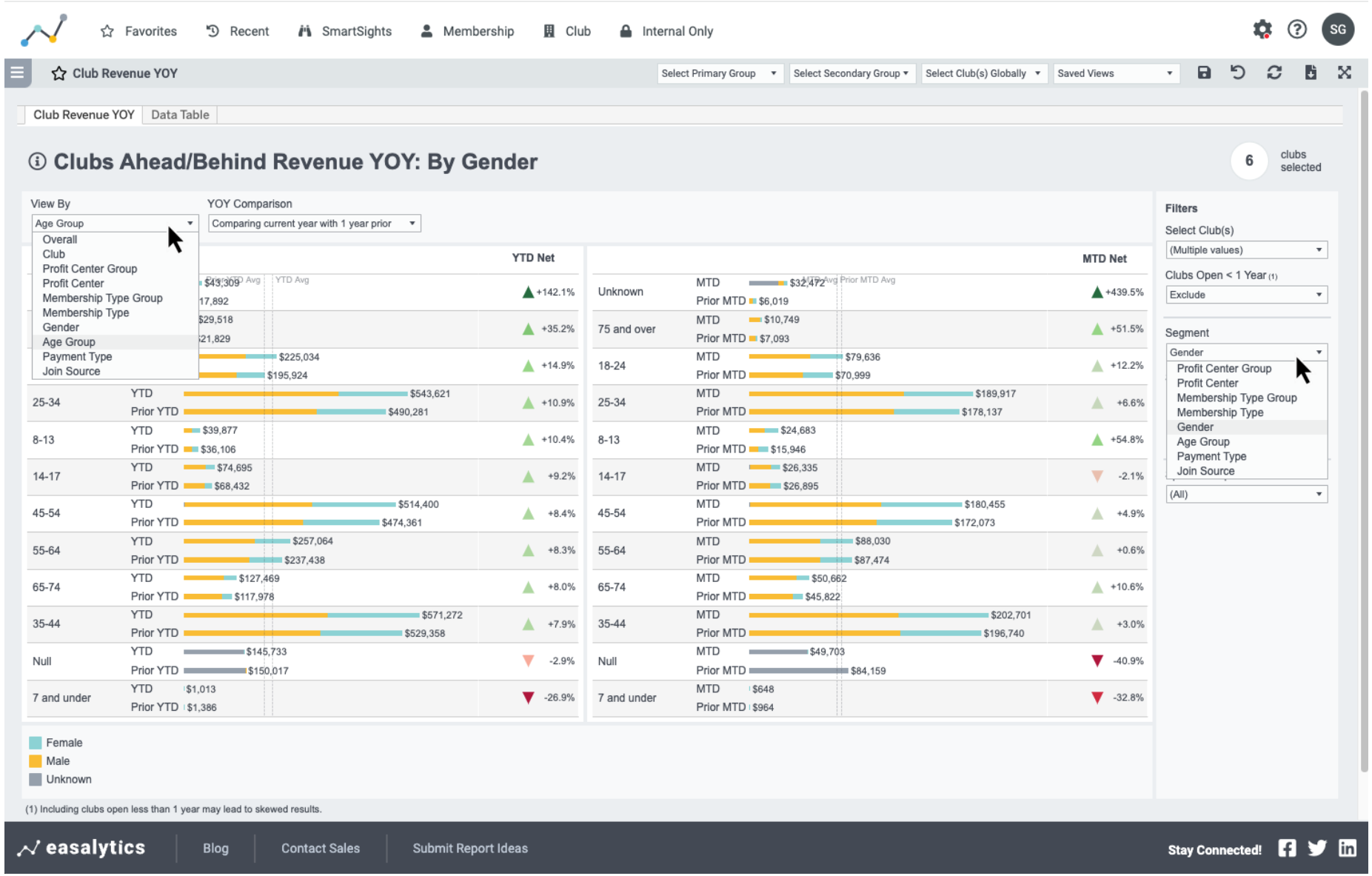
easalytics


Favorites
Recent
SmartSights
Membership
Club
Internal Only
SG
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
Revenue Amount
$1,000,000
$500,000
$0
2020
2021
2022
2023
Monthly
Revenue Amount
$200,000
$100,000
$0
Dec '19
Mar '20
Jun '20
Sep '20
Dec '20
Mar '21
Jun '21
Sep '21
Dec '21
Mar '22
Jun '22
Sep '22
Dec '22
Mar '23
Daily
Revenue Amount
$20,000
$10,000
$0
-$10,000
Nov 1, '19
Mar 30, '20
Aug 27, '20
Jan 24, '21
Jun 23, '21
Nov 20, '21
Apr 19, '22
Sep 16, '22
Feb 13, '23
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
easalytics
Blog
Contact Sales
Submit Report Ideas
Stay Connected!

easalytics


Favorites
Recent
SmartSights
Membership
Club
Internal Only
SG
Club Revenue YOY
Select Primary Group
Select Secondary Group
Select Club(s) Globally
Saved Views
Clubs Ahead/Behind Revenue YOY: By Profit Center Group
6
clubs selected
YOY comparison to 1 or 2 years prior
View By
Profit Center Group
YOY Comparison
Comparing current year with 1 year prior
Comparing current year with 1 year prior
Comparing current year with 2 years prior
YTD Net
Prior YTD Avg
YTD Avg
Merchandise YTD $50,670 Prior YTD $30,305 +67.2%
Food/Beverages YTD $59,719 Prior YTD $50,753 +17.7%
Personal Training YTD $107,130 Prior YTD $96,134 +11.4%
Dues/Fees YTD $2,142,170 Prior YTD $1,927,942 +11.1%
Massage YTD $44,102 Prior YTD $40,375 +9.2%
Tennis YTD $77,486 Prior YTD $79,240 -2.2%
Classes YTD $3,628 Prior YTD $4,484 -19.1%
Golf YTD $56,716 Prior YTD $71,955 -21.2%
MTD Net
MTD Avg
Prior MTD Avg
Merchandise MTD $30,753 Prior MTD $17,292 +77.8%
Food/Beverages MTD $20,176 Prior MTD $18,817 +7.2%
Personal Training MTD $43,763 Prior MTD $36,901 +18.6%
Dues/Fees MTD $739,916 Prior MTD $678,233 +9.1%
Massage MTD $15,088 Prior MTD $13,803 +9.3%
Tennis MTD $34,796 Prior MTD $32,630 +6.6%
Classes MTD $1,321 Prior MTD $1,568 -15.8%
Golf MTD $46,015 Prior MTD $62,133 -25.9%
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)
Classes
Dues/Fees
Food/Beverages
Golf
Massage
Merchandise
Personal Training
Tennis
(1) Including clubs open less than 1 year may lead to skewed results.
Revenue data as of March 29, 2023
easalytics
Blog
Contact Sales
Submit Report Ideas
Stay Connected!

easalytics

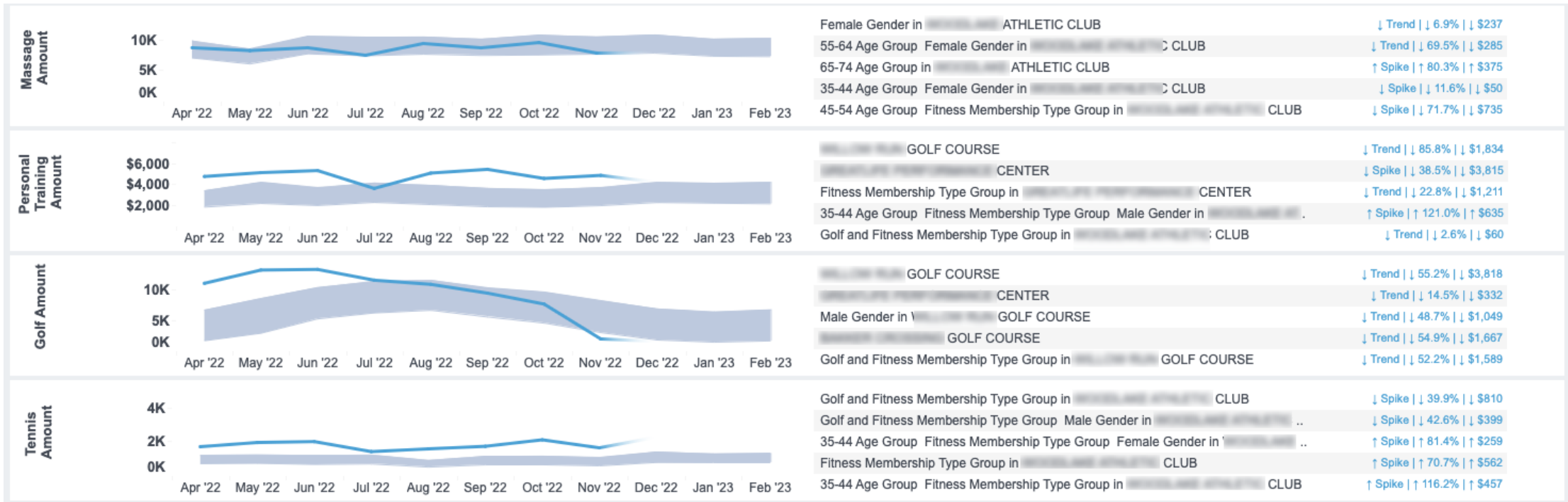


Same dashboard as previous one, set to view by Age Group with bars segmented by Gender. Data can be explored in a multitude of ways with View By and Segment combinations on many dashboards.

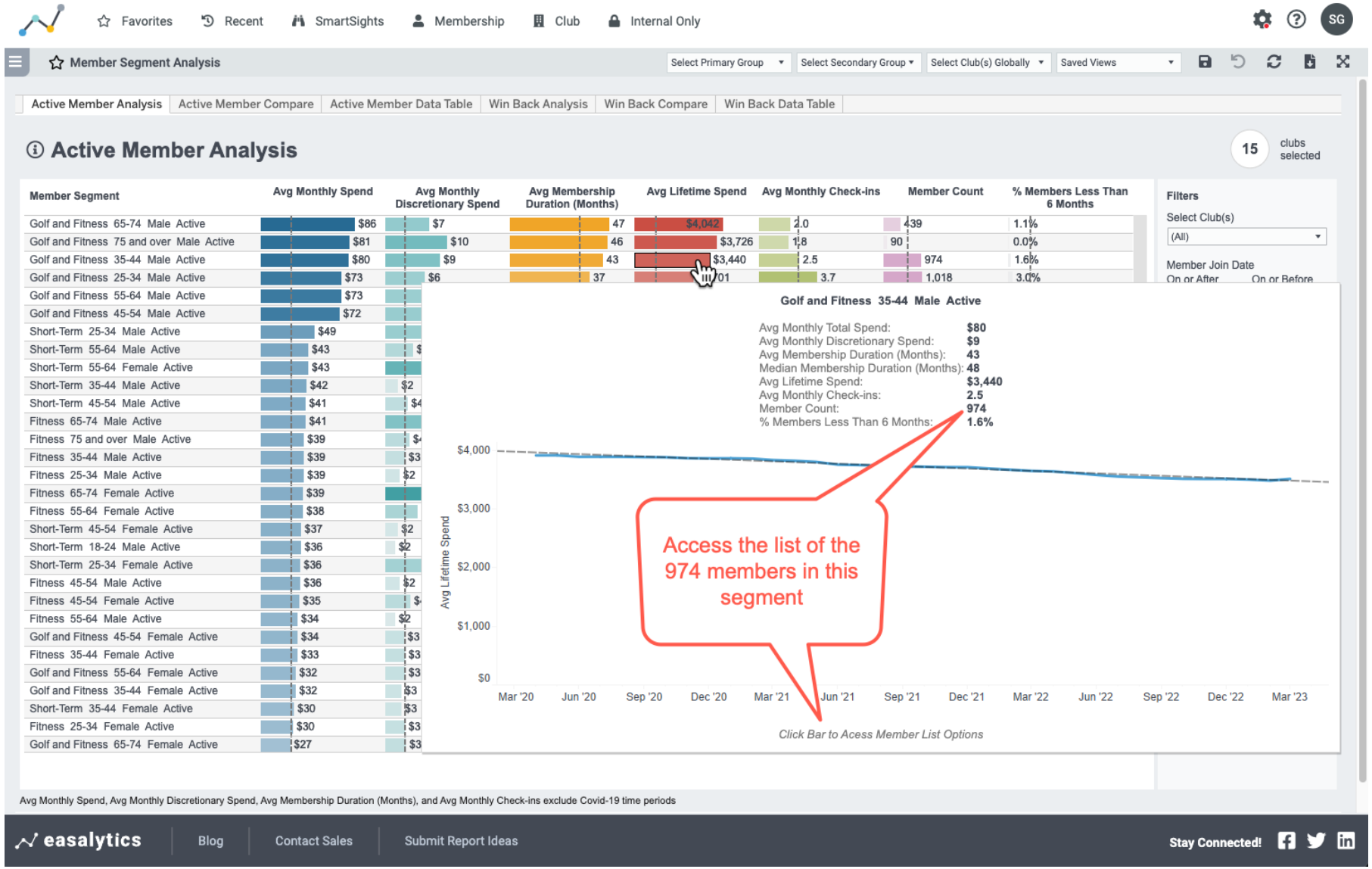
Note the age groupings are more narrow than shown on our Demo site. They can be defined in any way to accommodate age-specific programming.

easalytics

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

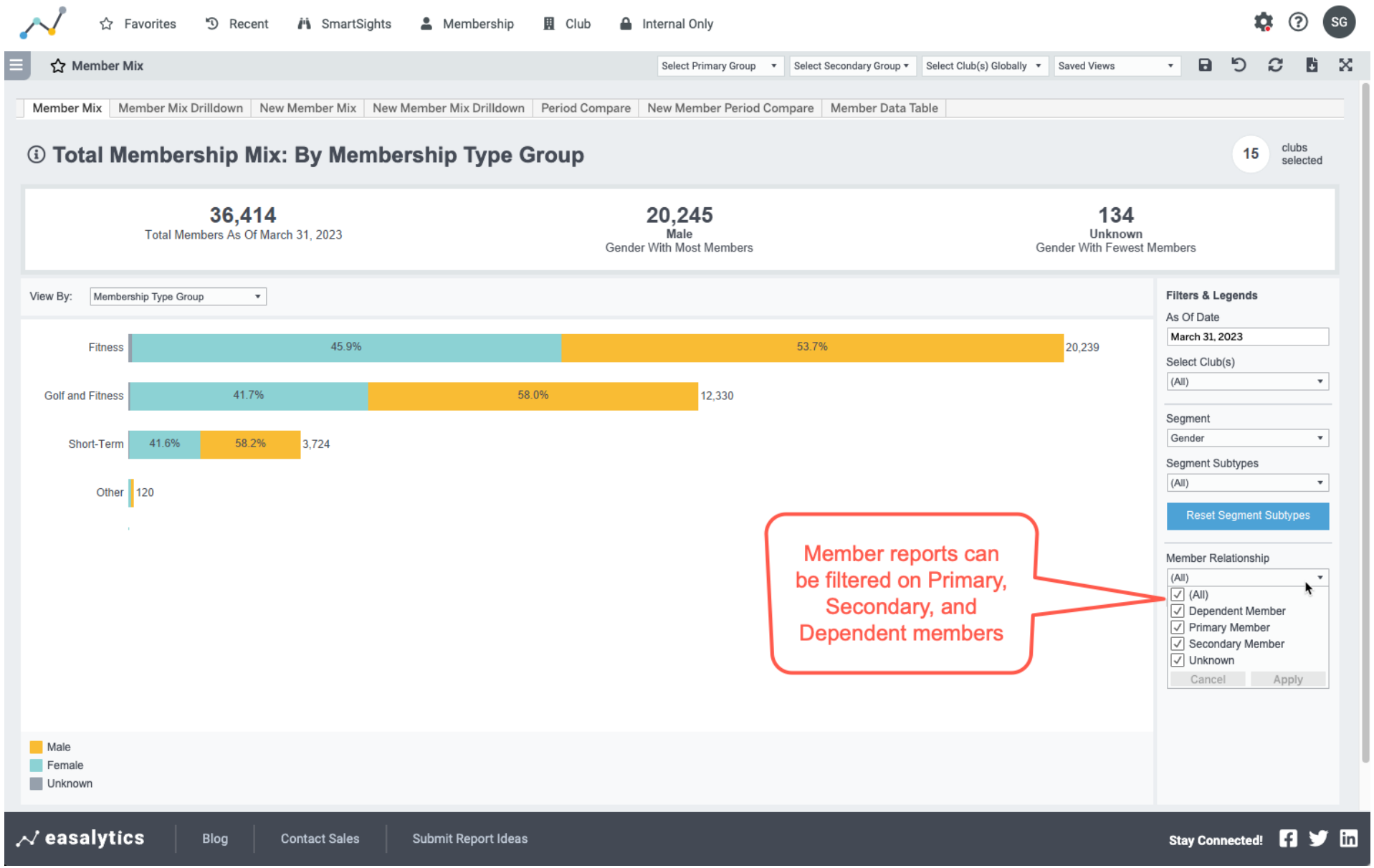


easalytics

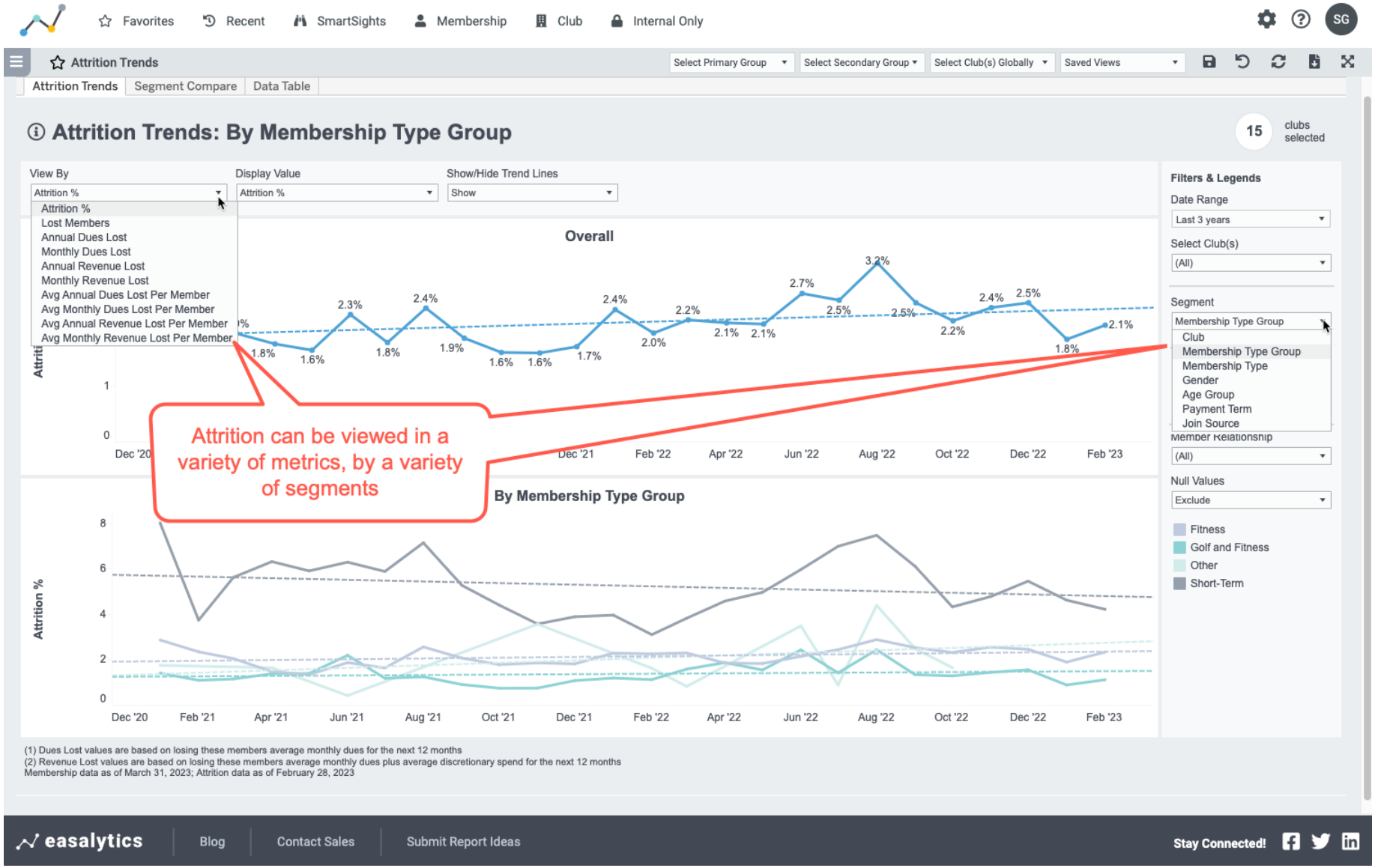


Member segmentation is by user-defined Membership Type and Age groups

easalytics

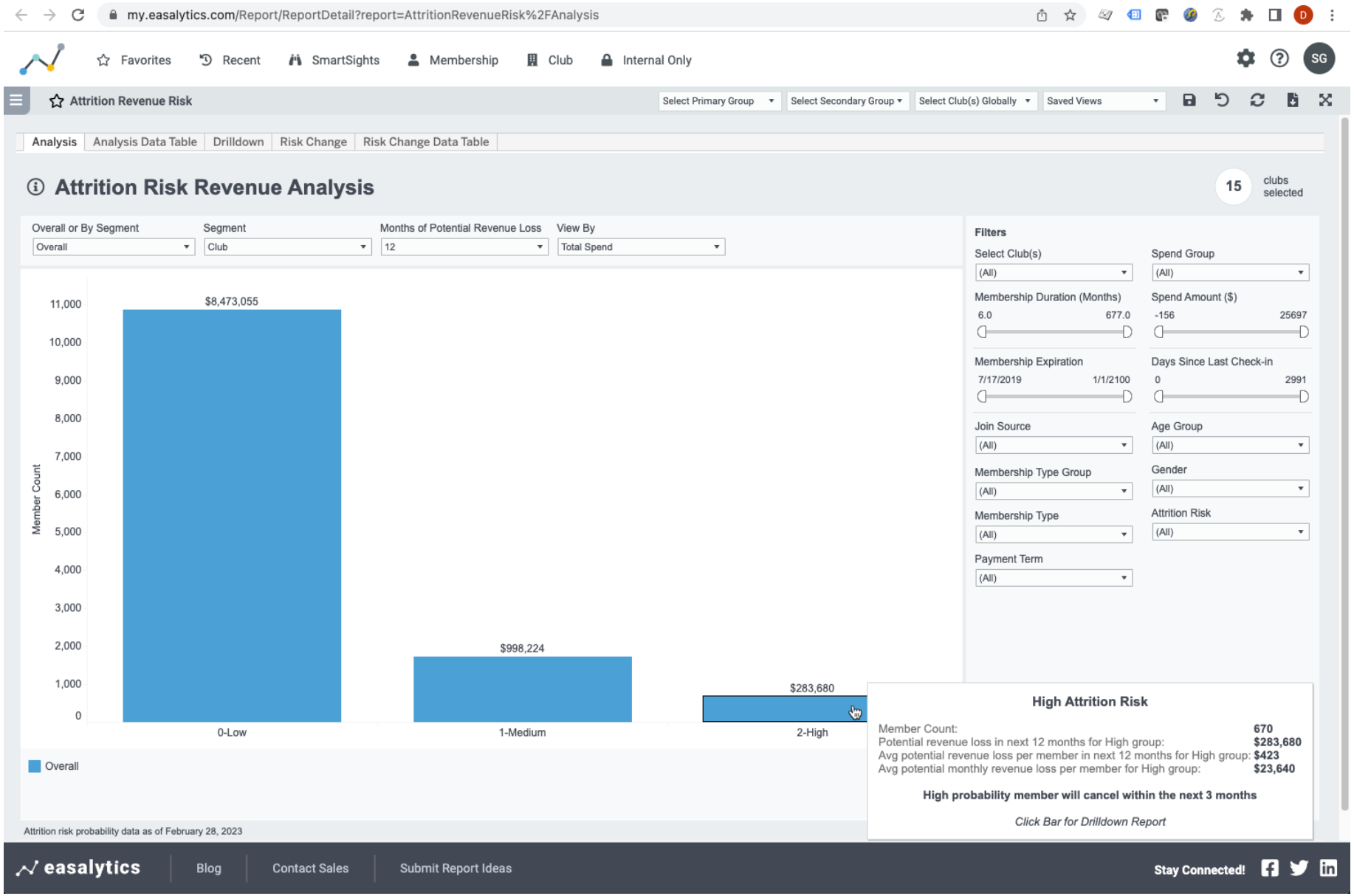

Favorites
Recent
SmartSights
Membership
Club
Internal Only
SG
Member Mix
Select Primary Group
Select Secondary Group
Select Club(s) Globally
Saved Views
Member Mix
Member Mix Drilldown
New Member Mix
New Member Mix Drilldown
Period Compare
New Member Period Compare
Member Data Table
Total Membership Mix: By Membership Type Group
15
clubs selected
36,414
Total Members As Of March 31, 2023
20,245
Male
Gender With Most Members
134
Unknown
Gender With Fewest Members
View By:
Membership Type Group
Fitness
45.9%
53.7%
20,239
Golf and Fitness
41.7%
58.0%
12,330
Short-Term
41.6%
58.2%
3,724
Other
120
Male
Female
Unknown
Member reports can be filtered on Primary, Secondary, and Dependent members
Filters & Legends
As Of Date
March 31, 2023
Select Club(s)
(All)
Segment
Gender
Segment Subtypes
(All)
Reset Segment Subtypes
Member Relationship
(All)
(All)
Dependent Member
Primary Member
Secondary Member
Unknown
Cancel
Apply
easalytics
Blog
Contact Sales
Submit Report Ideas
Stay Connected!

easalytics



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

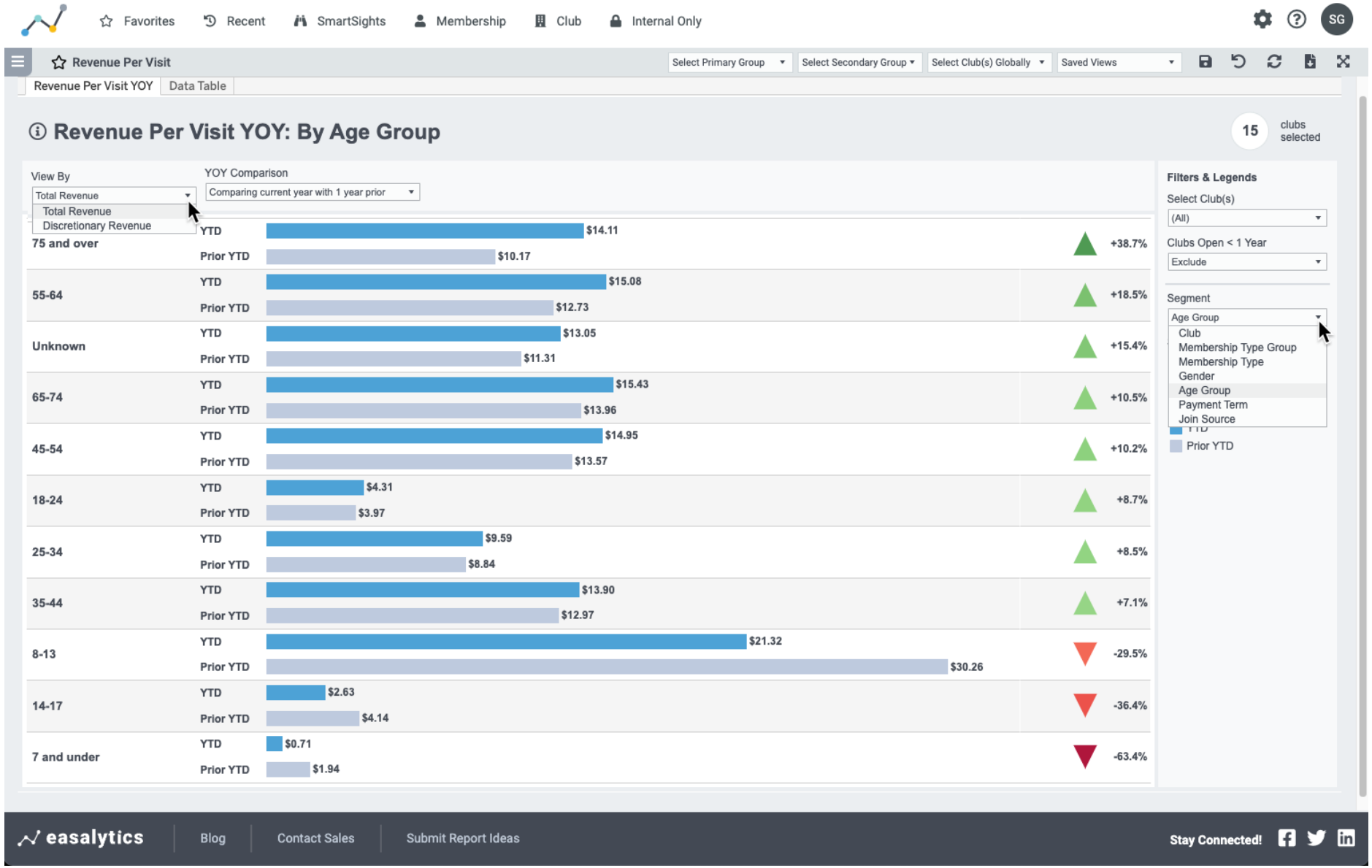
easalytics



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.

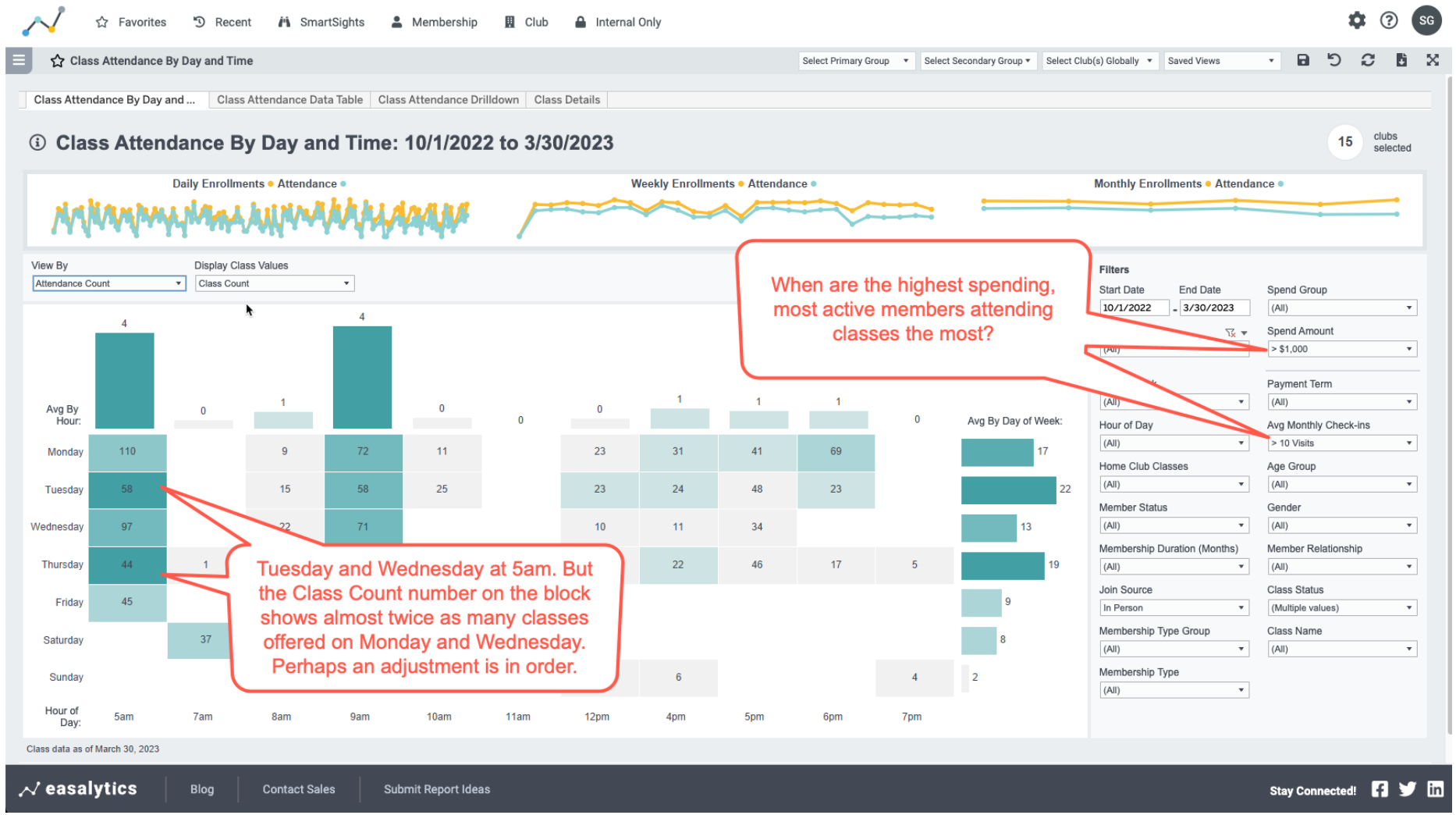
easalytics



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

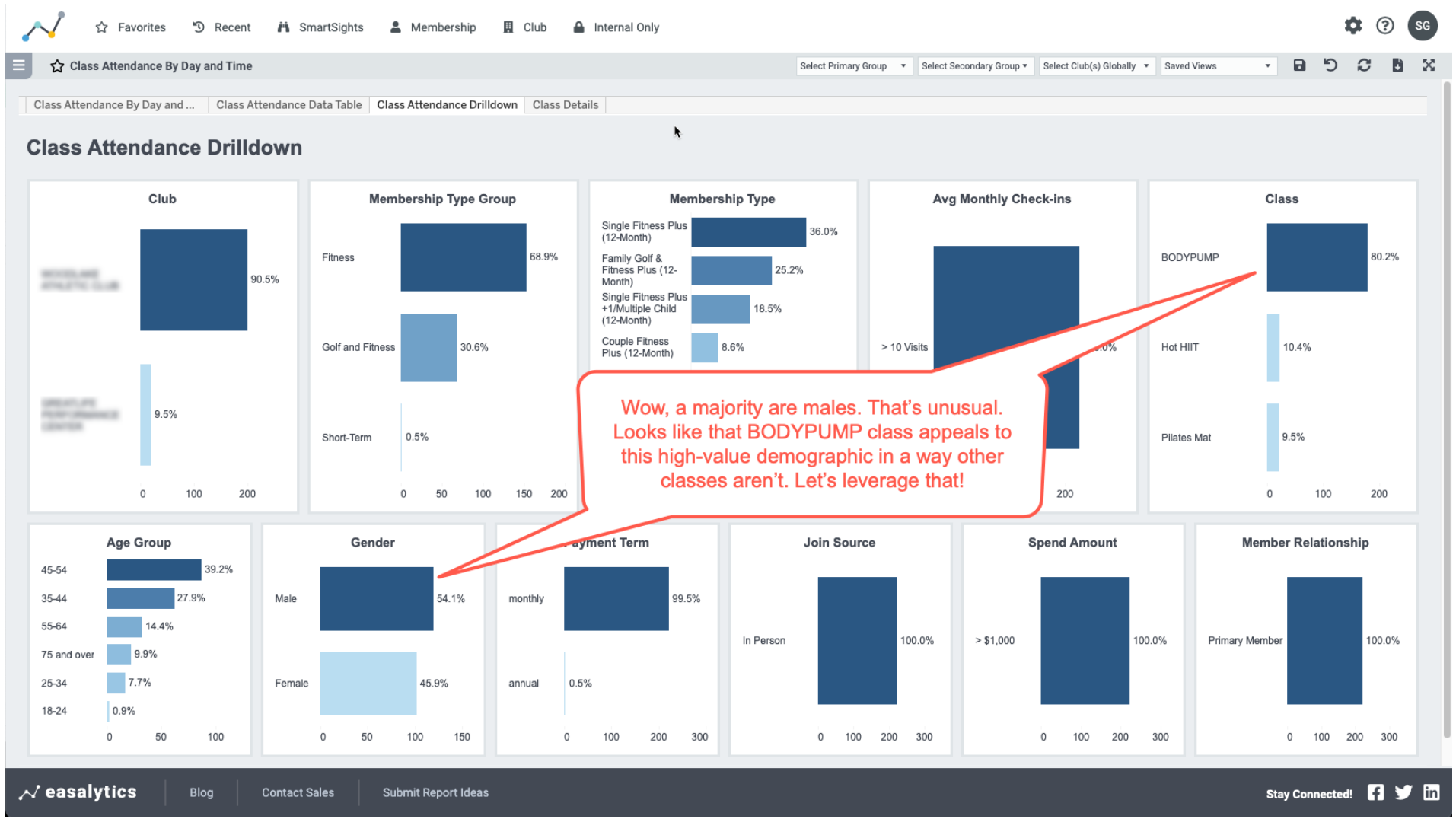
Other clients who hadn't previously used this metric adopted it for targeted marketing of in-club services like F&B, recovery, etc.

easalytics



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.

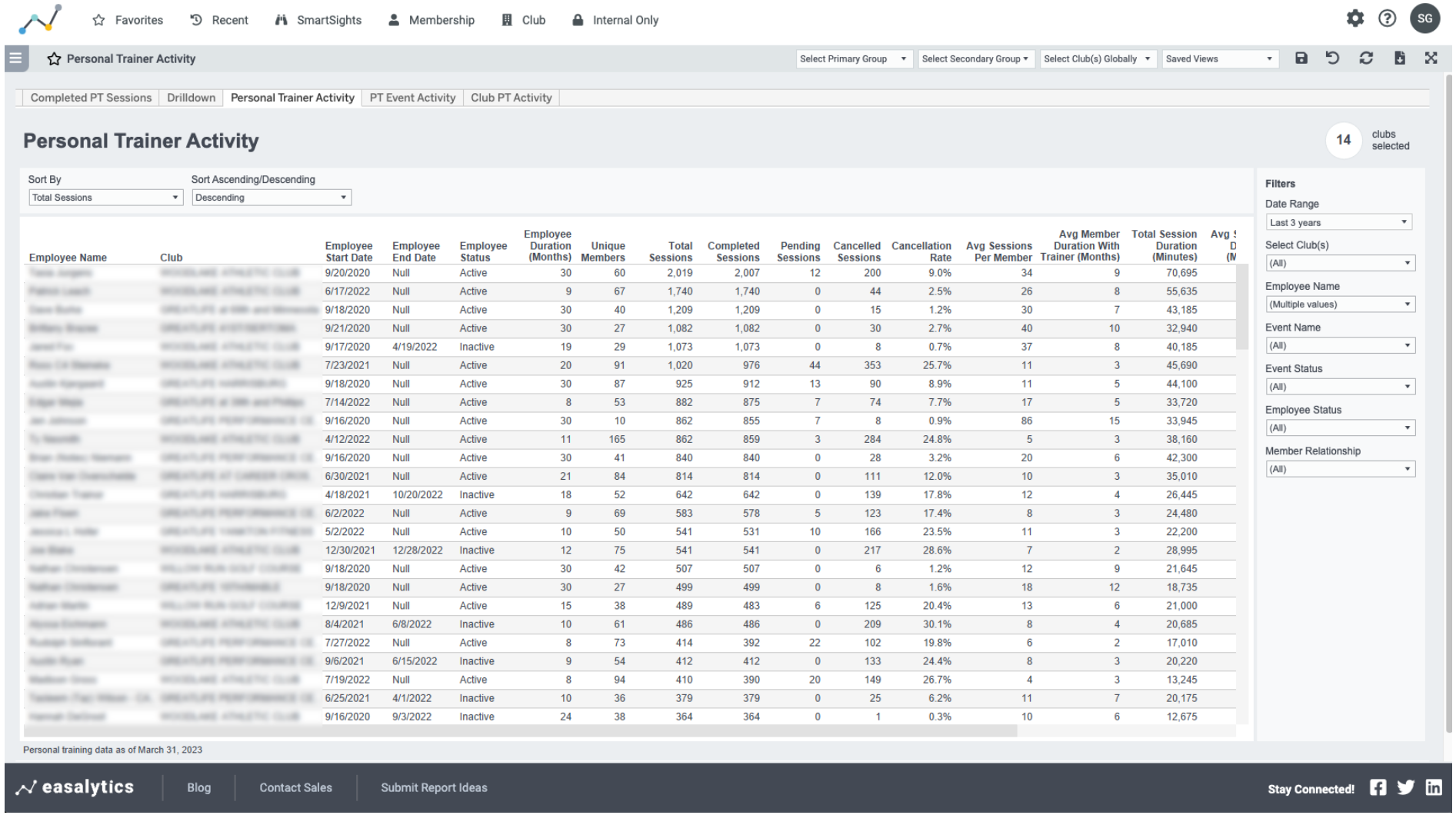
easalytics



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.

easalytics



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?

easalytics

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

Doug Young

doug.young@easalytics.com

https://www.linkedin.com/in/dougyoung1/

easalytics