〰️ **easalytics**

A Quick (and Painless!) Data Gap Audit
Discover What Your Dashboards Are Missing.

Whether you're a gym owner, CFO, personal training director, or part of the front of the house, you need to ensure that your health club will thrive for years. And if you're relying solely on standard dashboards from your MMS to manage your health club—you aren't getting everything from your data.

That's why we created this Data Gap Audit.

Can you (quickly!) discern:

☐ Revenue-per-member trend over time

☐ Breakdown of the types of members buying personal training, percentage of members currently enrolled in PT, and percentage of users that are first-time vs. repeat purchasers

☐ Previously unidentified, likely PT buyers

☐ Top 3 highest spending member segments (e.g., Female Age 45-54, Premium Membership Tier, etc.)

☐ Member segments with above-average monthly spend

☐ Individual members with above-average monthly spend

☐ Individual members who are at risk of canceling in the next three months

☐ Member segments with the highest future predicted attrition

☐ Member segments with the highest or lowest historical attrition rates

☐ Member segments increasing or decreasing in check-in frequency

☐ Individual members increasing or decreasing in check-in frequency

☐ Lost members who are the best candidates for winback offers

☐ Age and gender distribution across all membership types/tiers

☐ Facility usage by time-of-day age, gender, and membership types/tiers

☐ Classes or (time slots) that are underutilized

Did you check all the boxes?

If not, you're ready for a change—because smarter data empowers your clubs with insights like these and so much more.

Start pushing member-level analytics into your CRM (hello, HubSpot) or rewards platform so that you can begin truly leveraging your automatic operations.

Get insights on your clubs (and individual members!) with the analytics capabilities you need to drive revenue—without spending countless hours digging through dashboards and excel files.

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