

Client_2 OS

Performance Tracking Notes

Membership

Data is currently gathered from clubs on a weekly and monthly basis to monitor performance and compare against other clubs.

Ideally data is visible to all clubs in the form of league tables, to make it competitive and/or for senior Client_2 management to see membership performance in one view.

Documents (data gathering)

- [Weekly net movement tracker](#) - weekly request for data on Friday. Used to compile league table/performance overview for clubs
- Data is compiled into [this tracker](#)
- [Monthly sales and NMM tracker](#)
- **I think we can combine the two documents above into one daily or weekly form which collects all data and reports it daily/weekly/monthly**

Club Ranking

(based on Audits and Google Reviews)

<https://docs.google.com/spreadsheets/d/18uHDd6SnIPg02nWwepJgot9XUmf32kq/edit?pli=1&gid=809793474#gid=809793474>

New table devised to rank clubs against each other and promote competition between clubs. Presume that this is available to all (club management and Client_2 management).

Audit Tracking

<https://docs.google.com/spreadsheets/d/1vqofSFQ-sHbQ9xcmc0d-6gg0aDSz4fy3OrlBO663W08/edit?gid=0#gid=0>

Quarterly gym audit tracking and comparison table.

Presume that this is available to all (club management and Client_2 management).

Active Member Analytics

<https://docs.google.com/spreadsheets/d/19Wu-V3Z6MPvYoJ8aBcLq6eGTL65jAfb/edit?pli=1&gid=555551847#gid=555551847>

Active member stats sourced from Virtuagym, combined into a table to compare gyms. Presume that this is available to all (club management and Client_2 management).

Key questions/points

- Where should we start? Assuming membership?! Do we want to combine any of the other trackers into membership?
 - For the longevity of software we should start by getting a complete picture of what data is being handled, this informs the structure of the underlying database. Anything that is currently a spreadsheet is a direct translation to the database. Once that is in place then workflow will follow on from that. First order of business then from my perspective is to gather as many examples of this data as I can so I can write shape of it into the database -Paddy
- What data do we want to use to form the basis of league tables to compare clubs? Membership performance data? Google reviews? Audits?
 - All of it, if it exists in the database it can be rendered and sorted, we can build a custom report builder where individual users can choose what data they want to analyse and render a report based on that. Or we could predefine reports on a database level so those reports are always visible in the application and the user can tab between variants. We can even do both simultaneously. -Paddy
- We will need to confirm a single source for each data point to ensure consistency when used for comparison.
 - So IF we take the view that this should be a laravel application. Then the single source of truth is the application's database. As we will build that db, we make sure that there is a one for one equivalent of the data currently being collected. So the application draws from that database, which is populated by data that users enter into the application. There is a slight wiggle, with the involvement of a 3rd party CRM, but once I have the shape of THAT data, I can replicate in the application's database and we can start populating those db tables with the CRMs API if it has one. If it doesn't we can infer what the shape of that database from the CRM's UI if we have access to it and then replicate the workflows that way. -Paddy