

## Reporting Package Member & Subscription Analysis "Understand your Membership Base"

One of a suite of tailored packages to help you get the most of out of eyeQ  
This targeted session will cover the below reports

### Current Members

- Accurate membership figures
- Breakdown by Subscription Type
- Ability to include/exclude specific Subscription Types

### Leavers

- Accurate leaver counts over given periods
- Breakdown by Subscription Type
- Forecast of leavers over future periods

### Joiners

- Accurate joiner numbers
- Breakdown by Subscription Type
- Analyse success of promotions & source via User Fields

### Frequent Visitors

- Based on combination of sales activity & swipe attendances
- Analyse and reward most frequent visitors
- Identify casual users for upgrades

### Non Visitors

- Based on combination of sales activity & swipe attendances
- Target non visitors for return
- Identify Sleepers

### Member Demographics

- Member breakdown by Age/Gender/User Fields
- Postcode or other address field profiling

### Member Data Quality

- Completeness of member records
- Analysis of key contact information; Phone, Email, Mobile

### Referral Program Analysis

- Members upgrading from referral subscriptions
- Percentage of conversions



To book this one day training session or if you have any questions about the other training packages available, please contact;

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