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EDUCATION SERIES

Actionable Information from Meaningful Member Data in the Fitness Industry

Tuesday, November 3, 2015



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Your Moderator

Todd Tweedy

Summit Education Series

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Upcoming Webinars

View the complete webinar schedule

<http://www.motionsofttechnologysummit.com>

November 5, 2015

Thursday

Greg Skloot, Vice President of Growth, Netpulse

Developing a Member-Centric Mobile App Strategy

Track: Mobile Strategies

November 12, 2015

Thursday

Jafar Adibi, CTO and Chief Scientist, Reunify

The Science of Customer Engagement: Realizing Incredible Improvements in Customer Retention, Loyalty and Satisfaction

Track: Retention and Customer Engagement.

November 17, 2015

Tuesday

Daron Allen, President and CEO, Visual Fitness Planner

Technology-enabled Sales Automation, Member Engagement, and Analytic Insights

Track: Sales Automation and Analytics

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Motionsoft Update



B.O.S.S.

B.O.S.S. - Back Office Support Services

An automated billings solution that includes three core methods of communication:

- **Automated Phone Calls**
- **Email Generator**
- **Letters**

To learn more about B.O.S.S. contact support@motionsoft.net or call 1-800.829.4321

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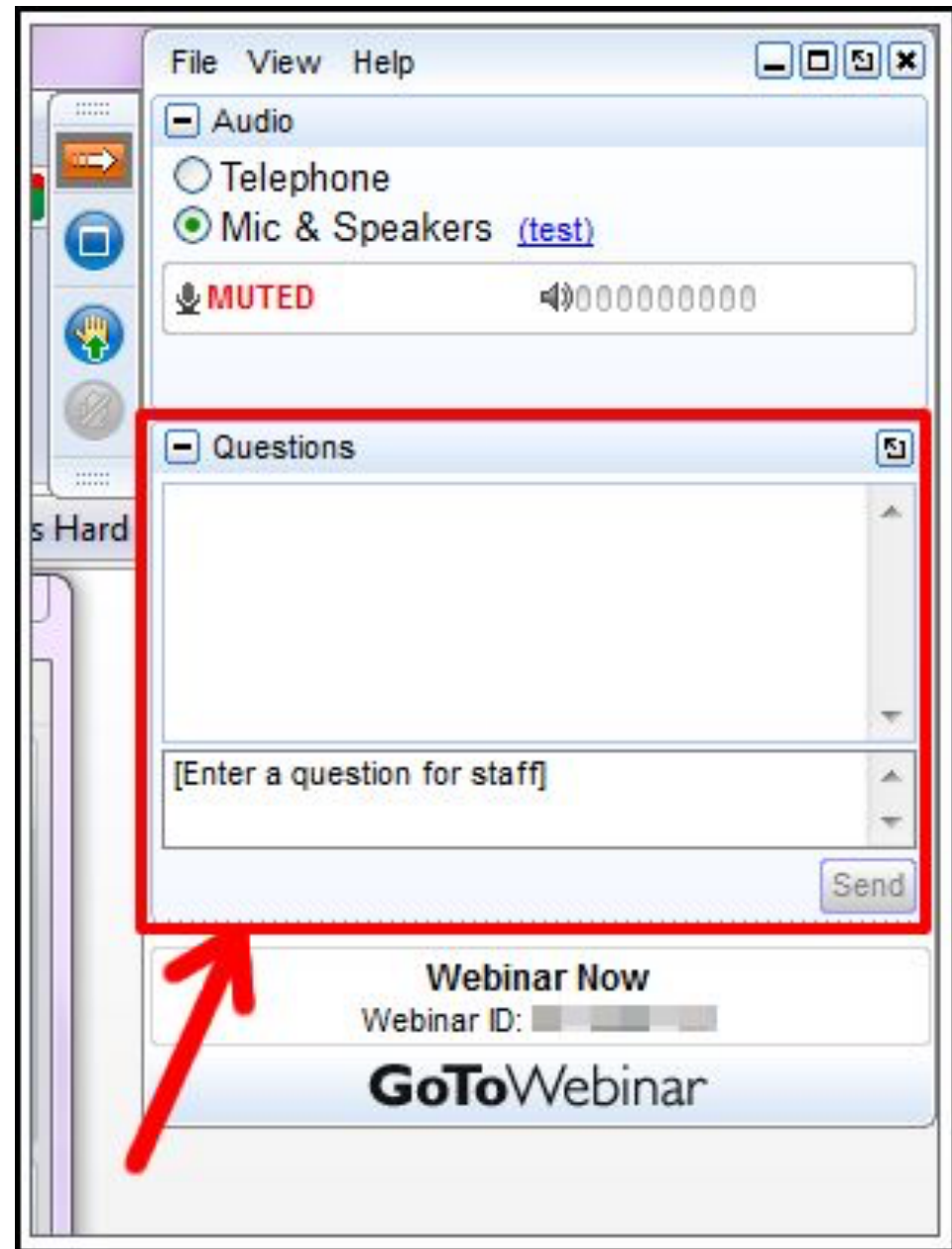
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Ask Your Questions in
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the Question Module



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Your Presenter

Weidong Yang

CEO

Kineviz

weidong@kineviz.com





Actionable Information from Meaningful Member Data in the Fitness Industry

Weidong Yang
Kineviz.com

Real-Time Interactive Data Visualization

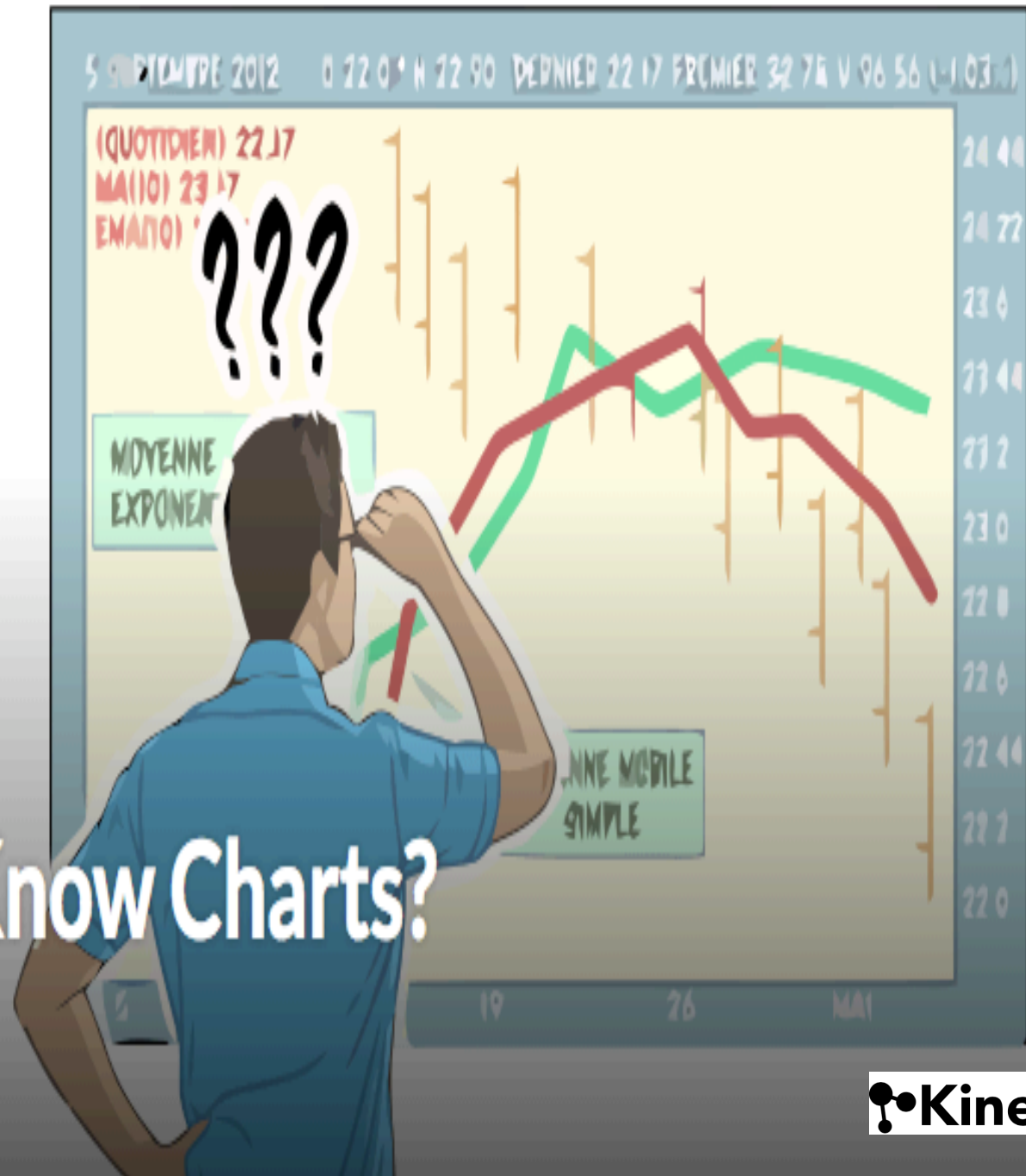


Data can be difficult to act on if it isn't presented in a meaningful way. Our mission is to craft a story around data so it can be understood by anyone. Kineviz combines the immersion of sensor technology and the power of the Web to create engaging, interactive experiences; bringing beauty to your fingertips and clarity to your data. Our focus is on data access, visualization and insights.

Discovering
What's
Important

DATA

Think You Know Charts?

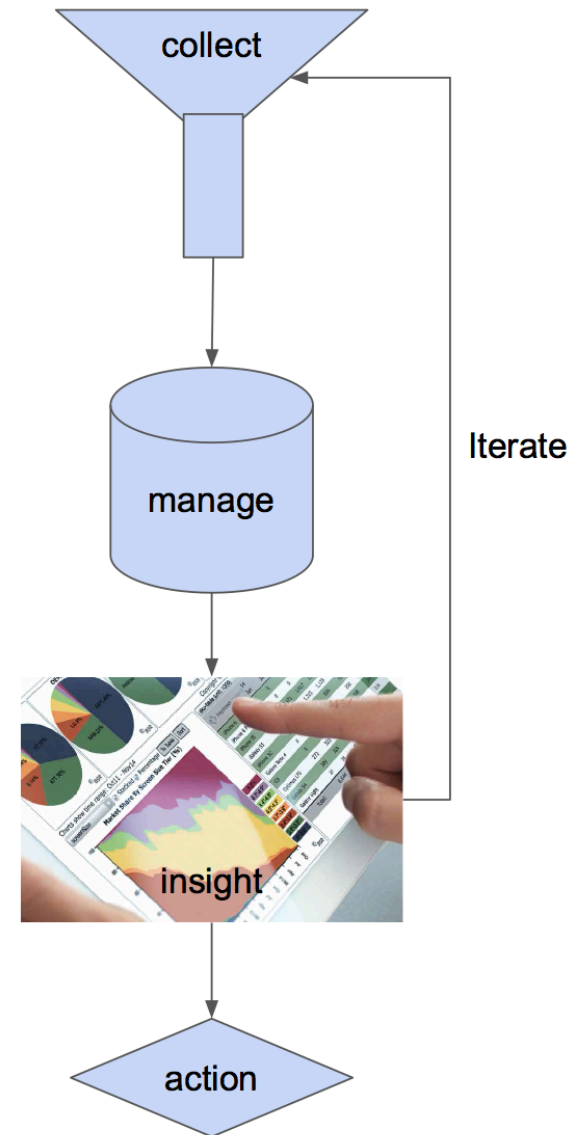


Stages in Working with Data



Image from Disney Research

1. Collect
2. Manage
3. Insights
 - Access
 - Analysis
4. Action
 - Feed forward
 - Feed backward
5. Iterate



Challenges in Gathering Meaningful Data

Gartner: Through 2018, 90% of deployed data lakes will be useless as they are overwhelmed with information assets captured for uncertain use cases.

1.Context

a.What does the parameter mean? (end of day?)

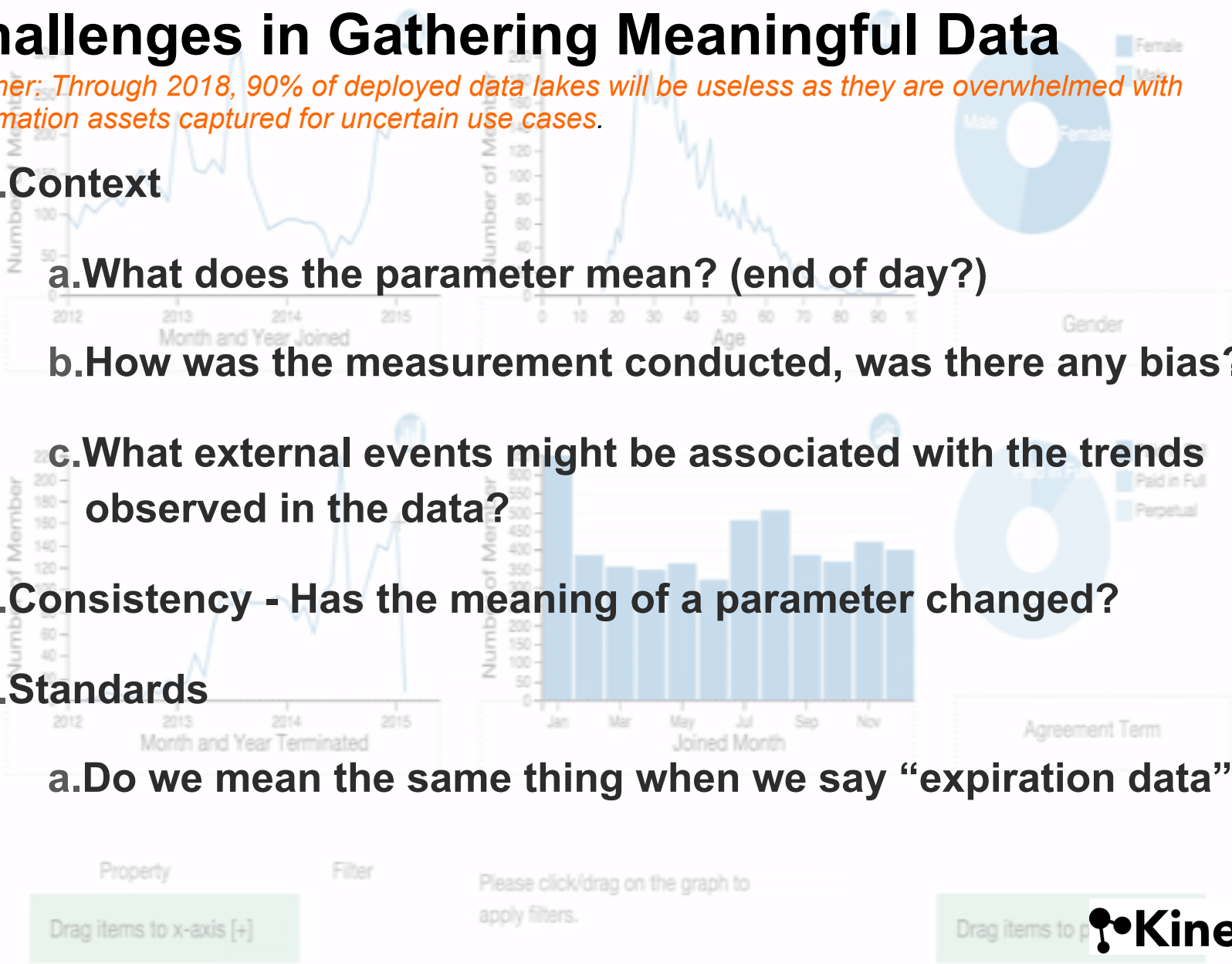
b.How was the measurement conducted, was there any bias?

c.What external events might be associated with the trends observed in the data?

2.Consistency - Has the meaning of a parameter changed?

3.Standards

a.Do we mean the same thing when we say “expiration data”?



Challenges in Gathering Meaningful Data

--- *Dealing with Changes*

Context shift

- Carriers change payment model
- Merger, pivot

New collection methodology

- iWatch data
- Upgrading metrics

Day light saving

What we need?

- Flexibility in data structure
 - Clear and sufficient documentation of change
-
- *Data cleaning is often a major part of the data analytics work.*
 - *Gartner: Through 2017, 60% of big data projects will fail to go beyond piloting and experimentation and will be abandoned.*

Data Management

SQL

Pro:

- Easy to manage
- High performance with large data set
- Very stable
- Highly compatible with existing analytics tools

Con:

- Difficult to add new field
- Require migration
- Stable

Use when

- Process well understood
- Repeating process
- Stable

Non-SQL

Pro:

- Easy to change
- Does not require migration
- Stable

Con:

- May need management outside of DB
- Low performance with large data set
- May need extra effort in connecting to existing analytics tools.

Use when

- Process not fully understood
- Iterative process
- Change

Insights: access

Empowering domain expert

Easy, immediate, simple.

Optimize for drill down and relationship discovery.

Essential features: search, filter.

Tracking Daily Transactions

All Results	All Errors	All Messages	By Payer	New Accounts	Totals					
Cust04		Start: 10/11/2015 06:01	End: 10/13/2015 06:46							
Customer	Payer No	PO No	PO Lines	Total Qty	UOM	Temp Order No	Final Order No	Verified	Errors	Messages
Cust 04 - WINDSOR LOCKS	Cust04	299173	2	38	CS	9000569157		Verify	1 errors	2 messages
Cust 04 - WINDSOR LOCKS	Cust04	299173	2	38	CS	9000569156		Verify	1 errors	2 messages
Cust 04 - PLANT CITY	Cust04	336865	4	179	CS	9000569155		Verify	1 errors	4 messages

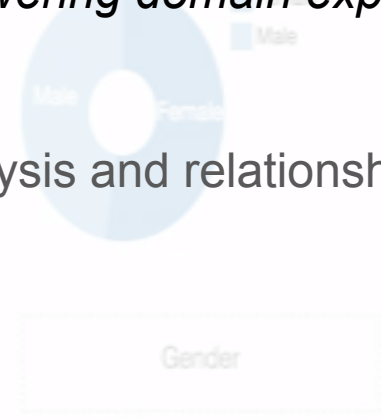
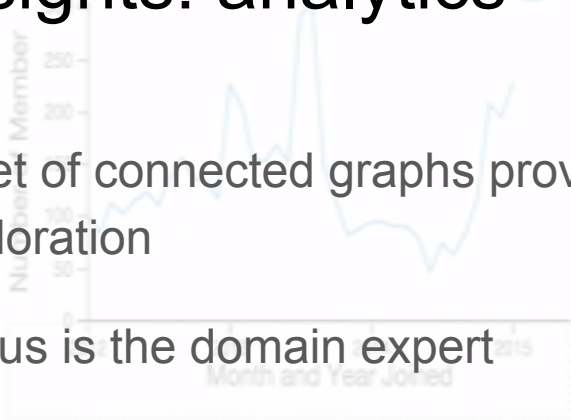


Insights: analytics

Empowering domain expert

A set of connected graphs providing touch based cohort analysis and relationship exploration

Focus is the domain expert



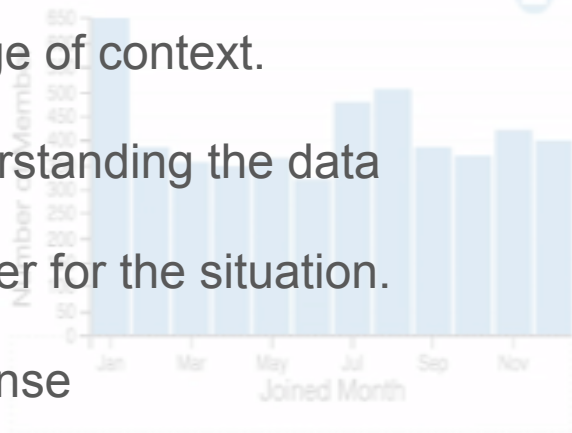
Demo of dashboard

Domain expert has the knowledge of context.

Best positioned in understanding the data

Domain expert are decision maker for the situation.

Often need quick response



Property

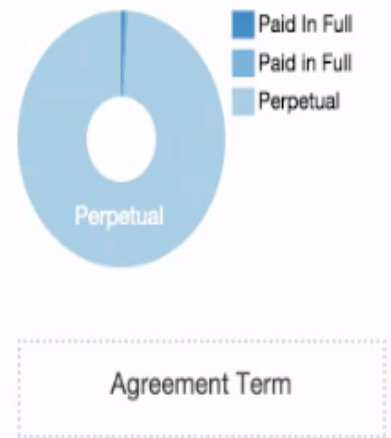
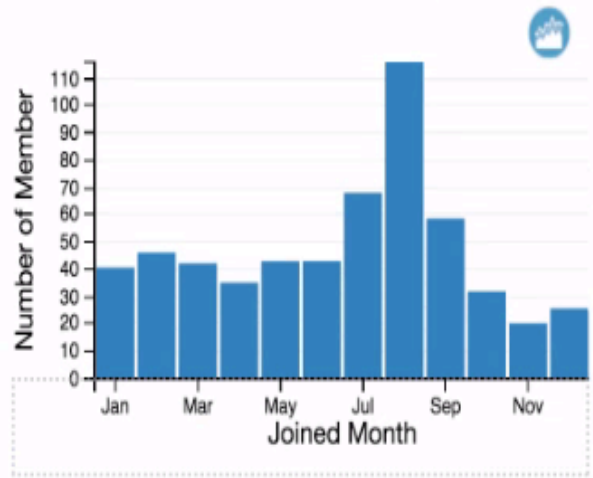
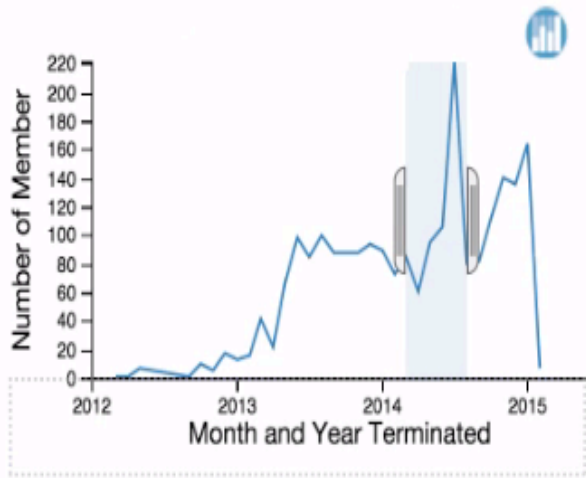
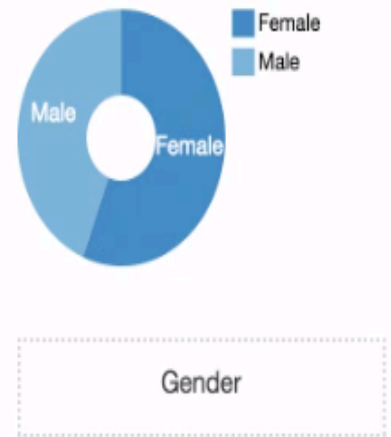
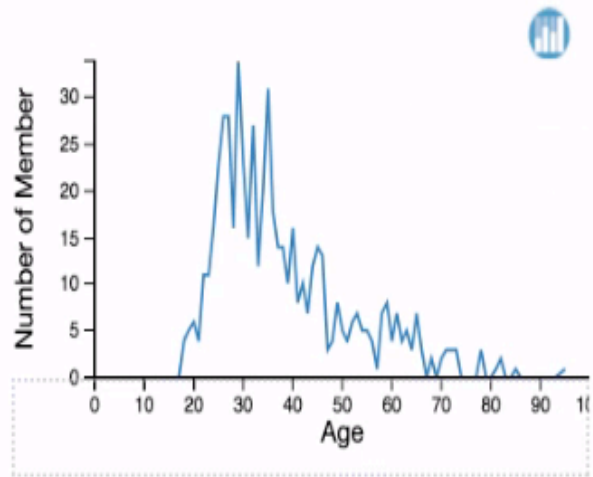
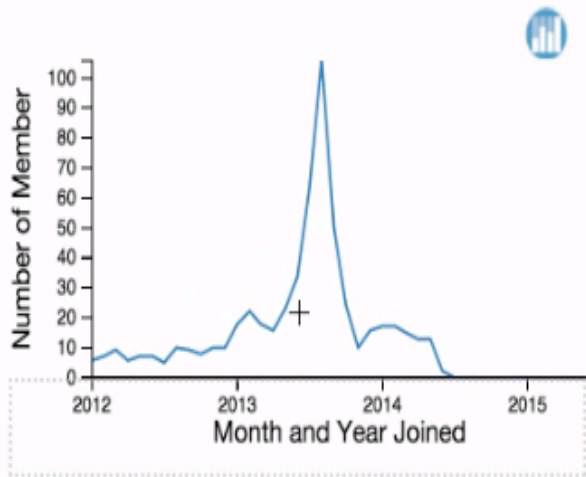
Filter

Drag items to x-axis [+]

Please click/drag on the graph to apply filters.

Drag items to p

Performance Dashboard



Property Filter

Drag items to x-axis [+]

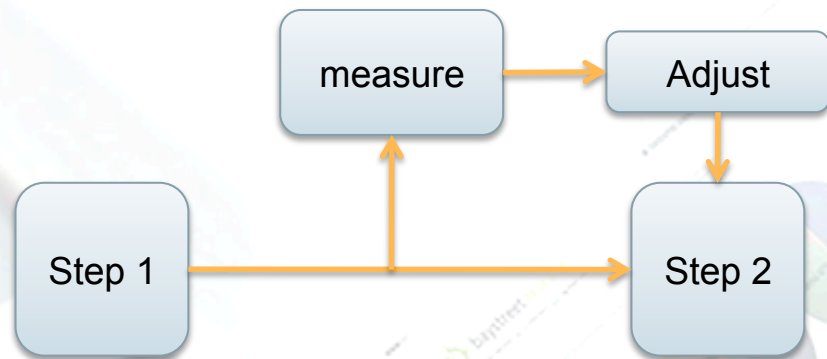
14-03/14-08

571 selected out of 5,000 records
[Reset Query](#)

Drag items to pie chart [+]

Data Driven Process

Feed forward



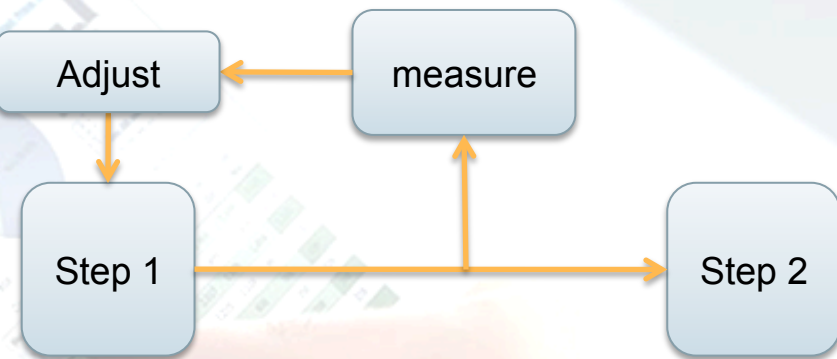
Example:

Measure how often member came to the gym, decide if we need to send him an email.

Generally require real time data stream monitoring and response.

Opportunity in machine learning.

Feed backward



Example:

Set pricing, measure retention, adjust pricing.

Require periodic analysis.

Statistic analysis.

You get what you measured for. Optimizing sales may lead to affect retention.

Insights Through Data Experience

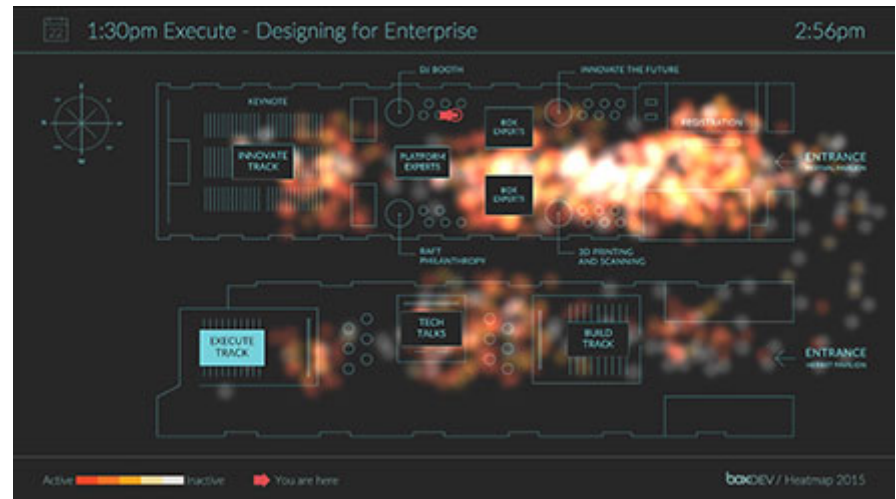
We are far better than computer in recognizing patterns and anomalies.

Mapping data to shape, movement, color, change, opens up new possibility in gaining insights.

Communication network of 7 industries



Indoor location tracking at Fort Mason, SF



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Q & A



Thank You

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***"IT WAS IMPRESSIVE TO SEE
THE INTELLECT AND BUYING
POWER IN THE ROOM."***

ANDREW KOLMAN

DIRECTOR OF PRODUCT DEVELOPMENT

CONSOLE TECHNOLOGY

JOHNSON HEALTH TECH. CO. LTD

Data Management

Data are spread out in many places, how do we bring them together?

Challenge of bringing scattered data together to make it useful.

Database:

Structured data store (SQL) vs less structured (non-sql).

when to use which?

Managing changes

New data type

Change of definition

Missing data

Models of Data Driven Processes

Feed forward

A member is coming less frequent, time to send him an email?

Feed backward

Everything make onboarding hard improves retention, so, try...?

Need to have a set of key success metrics to monitor the effectiveness of actions.

It's an ongoing effort.

What you measure determines behavior (Volumes of sales as sole key metrics can hurt retention, and long term bottom line.). (Be careful about what you wish for)