

Financial Review: Membership at Artisan's Asylum

July 1st, 2013 to June 30th, 2014

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Introduction

Artisan's Asylum offers seven different types of membership to grant the community access to the space in varying levels. The revenue generated from these memberships is one of the Asylum's three main revenue streams; understanding trends and implications from membership data is important for informing decisions about how the Asylum will grow. The aim of this report is to offer insight and analysis for different membership data trends, including how the total average number of members has changed over time, what type of membership is the most popular (as a percentage), and comparisons between the breakdown of membership by type (%) and the breakdown of revenue by type of membership (%).

For each type of analysis, there is a graphical analysis constructed from raw data, followed by description and discussion where appropriate.

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Statistics

This section provides basic statistical measures to understand the raw data used.

Type of Membership	min	max	median	medianDeviation	mean	meanDeviation
unlimited Nights & Weekends	101.8	132.3	122.2	5.7	119.7	6.9
Daytime-Only	27.8	73.1	59.4	4.9	58.6	8.1
Weekend Warrior	9.0	28.4	19.5	6.8	19.1	6.1
Institutional	14.5	29.5	21.7	2.6	21.9	3.6
5 Day	32.5	50.0	42.2	4.1	41.7	4.4
10 Day	6.0	18.6	8.6	3.0	10.2	2.8
	1.0	8.0	5.0	1.0	7.4	2.3

The statistics above represent the number of respective types of memberships on a monthly basis. In this case, the median is a more relevant measure than mean, as some outliers have been captured by the mean. However, in most cases, the values for the mean and the median do not vary widely.

The “Type of Membership” column describes each type of membership offered by Artisan’s Asylum, as described by their website. **medianDeviation** is an abbreviation for median absolute deviation. All other columns represent expected normal statistical measures.

Time Series Data

This section focuses on different measures of membership and membership changes, trends, and how those values change over time.

Figure 1: Number of Memberships by type of Membership, July 2013-June 2014

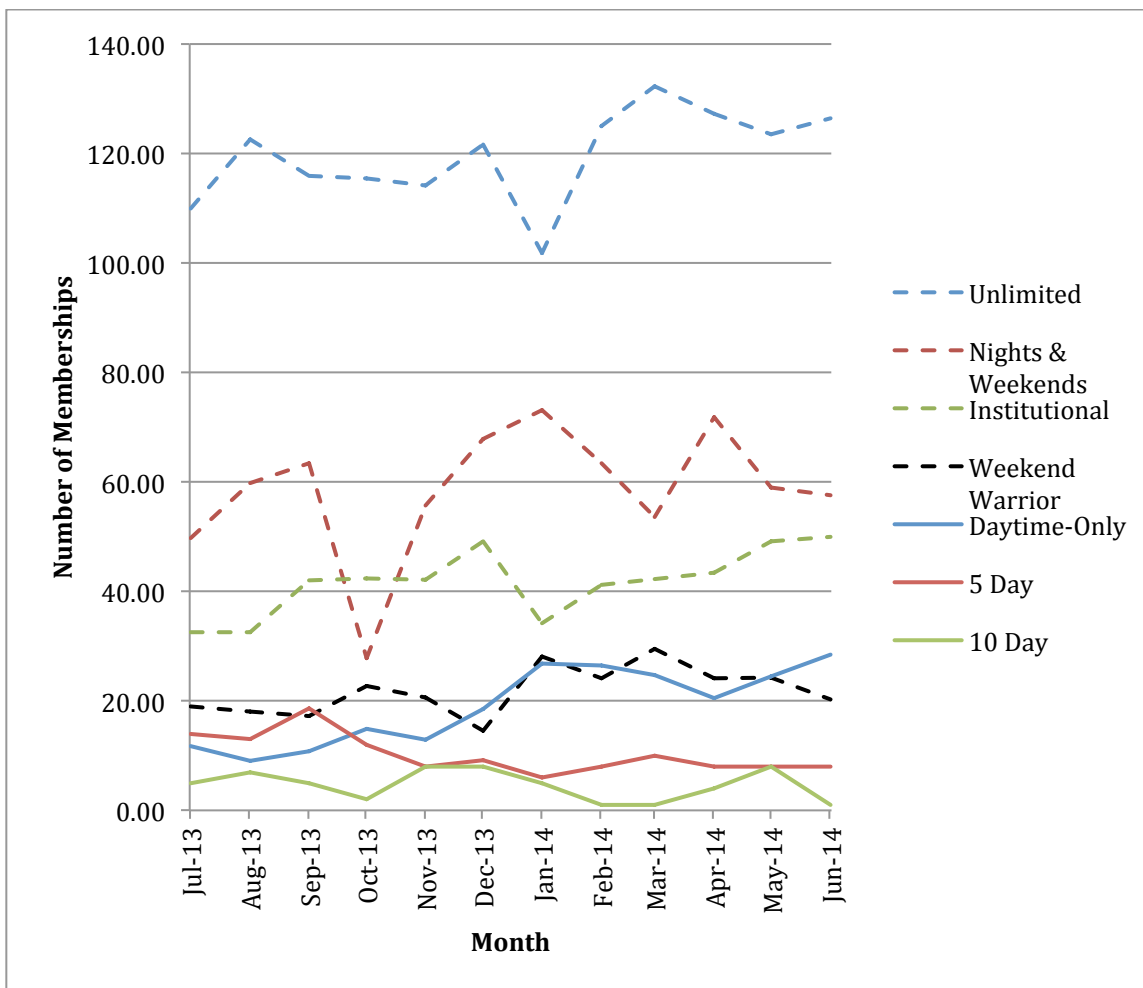


Figure 1 shows the number of memberships for each type of membership, by month. Notable observations include that the 'Unlimited membership' option consistently captures the highest number of members. The 'Nights and Weekends' membership option and 'Institutional' membership option are consistent second-most-popular options. The rest of the types of memberships capture a relatively small number of members ('10-day' and '5-day' options being the least popular).

Figure 2: Total Number of Members per month, July 2013-June 2014

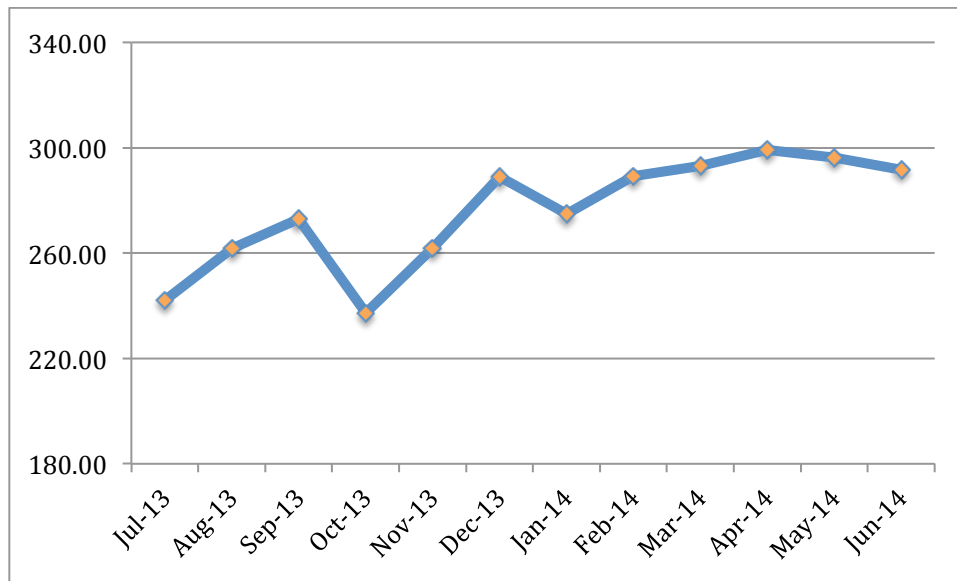


Figure 2 shows the total number of members registered at Artisan’s Asylum each month. This number has increased steadily between October 2013 and January 2014. Since January 2014, this number has consistently hovered between 275 and 300 memberships.

Figure 3: Percent Change in total Membership by month, July 2013 – June 2014

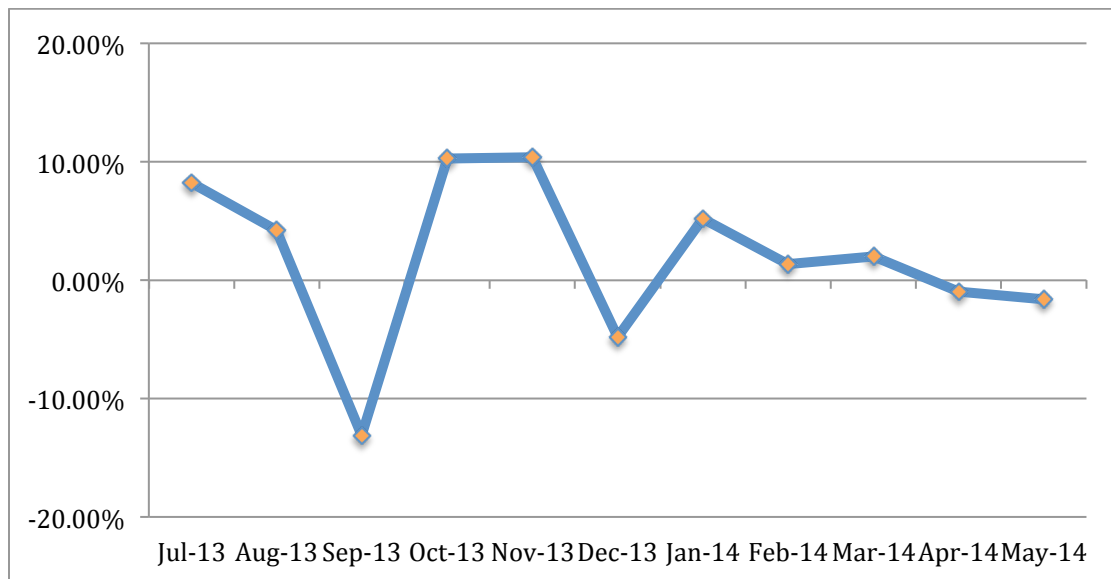
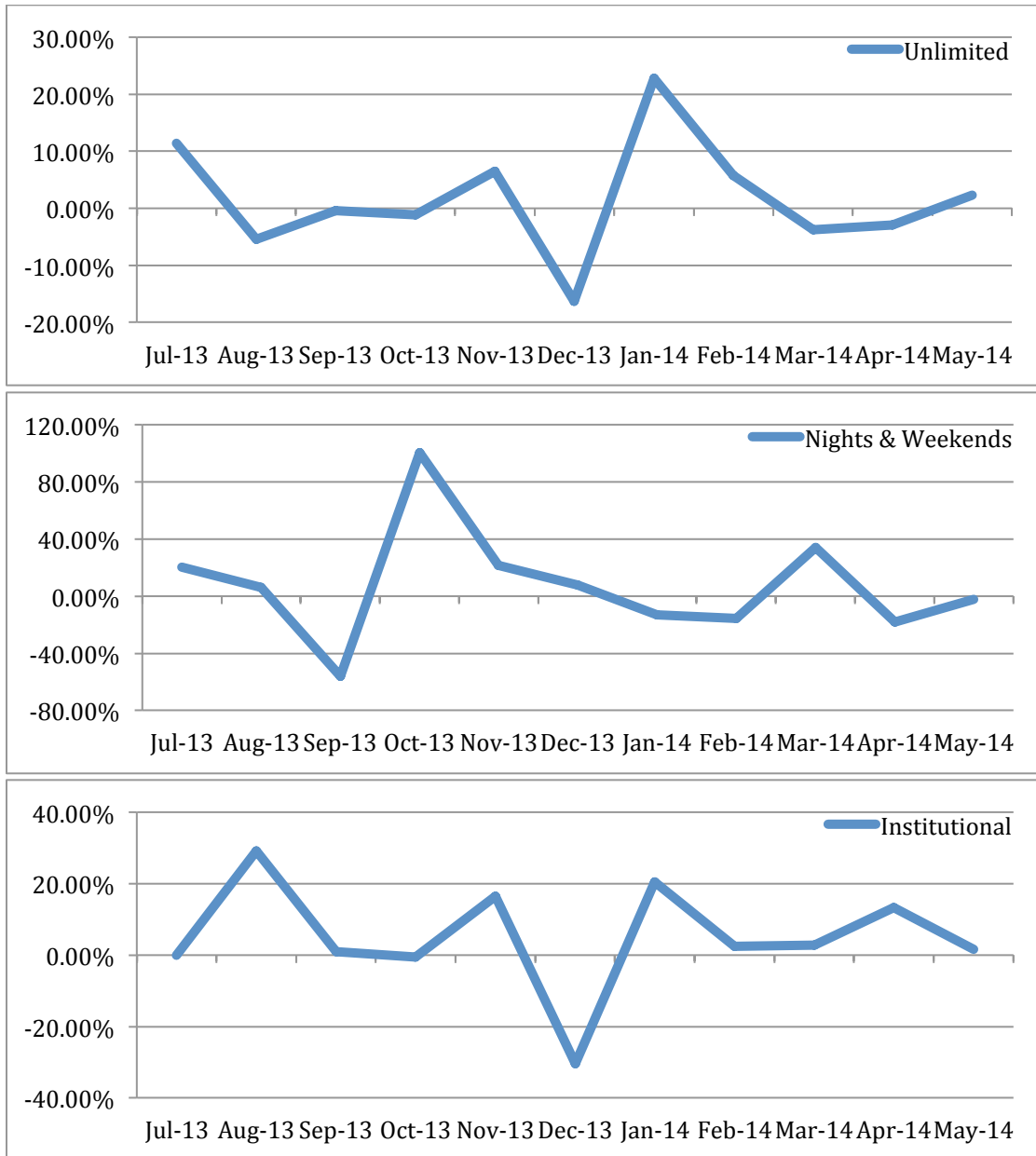


Figure 5 shows the percent change in total membership, by month. The percent change in total membership was more variable before December 2013, and less variable afterwards. September marked the greatest loss in membership, while November marked the greatest gain in membership.

Figure 4: Percent Change in Membership by month, July 2013 – June 2014



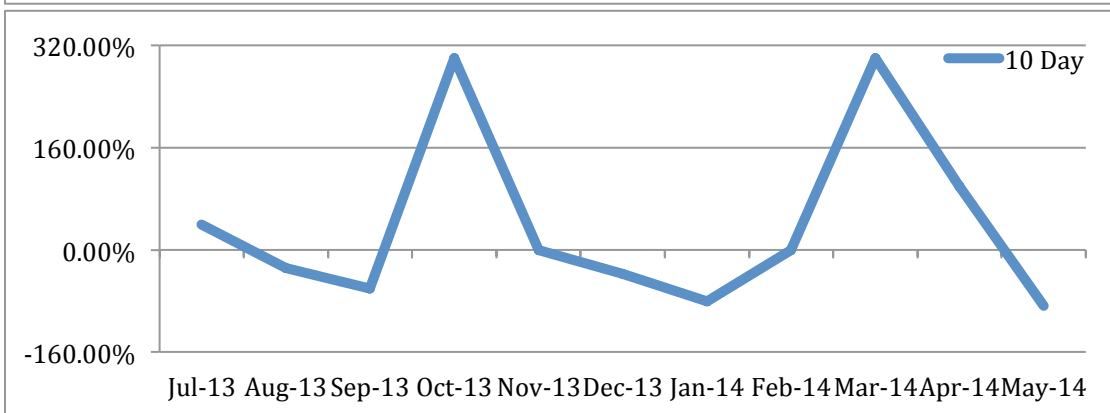
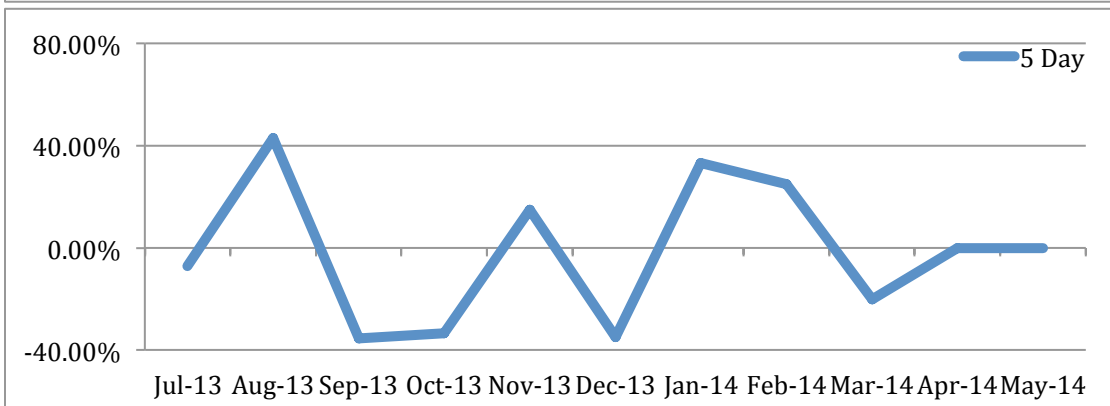
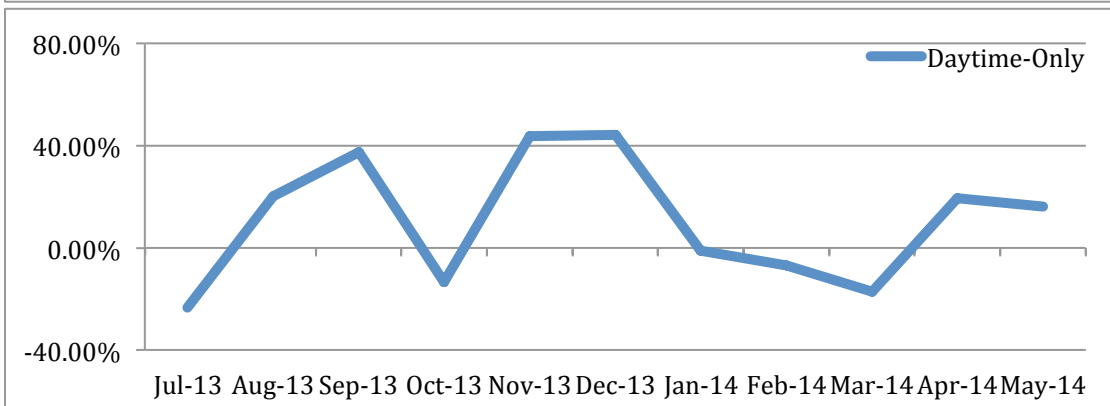
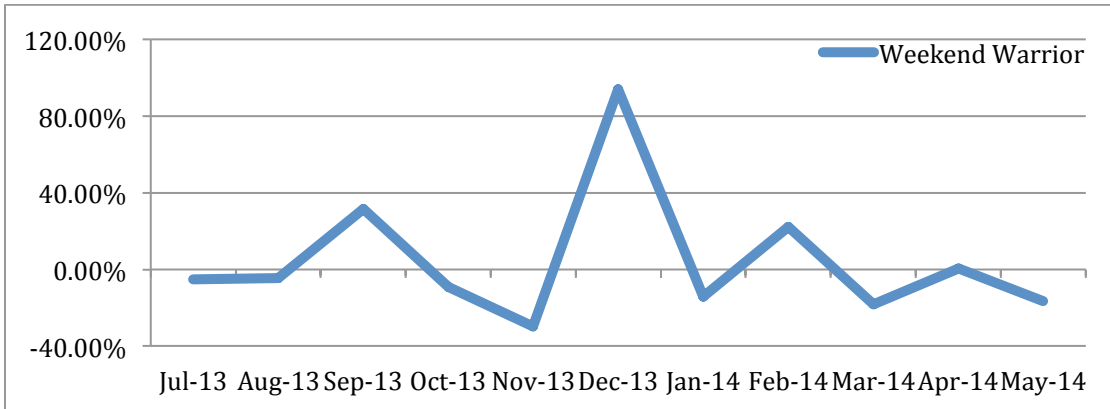


Figure 4 shows the percent change in memberships, by type of membership, for each month. Positive percentages represent an increase in membership, and negative percentages represent a decrease in membership. Although there are no apparent patterns between the different graphs, there is a spike (either positive or negative) in the month of December in three of the graphs. Furthermore, the most variable membership types are the 10-day pass membership option, and the Nights and Weekends membership options. The most stable membership types are the Institutional and Unlimited membership options. Artisan's Asylum should keep these trends in mind when making cash flow decisions.

Bar Chart

This section uses a bar chart to show percentage comparisons between percent of total membership, by type of membership, and percent of total revenue, by type of membership.

Figure 5: % Breakdown of membership, by type of membership vs. % Breakdown of revenue, by type of membership

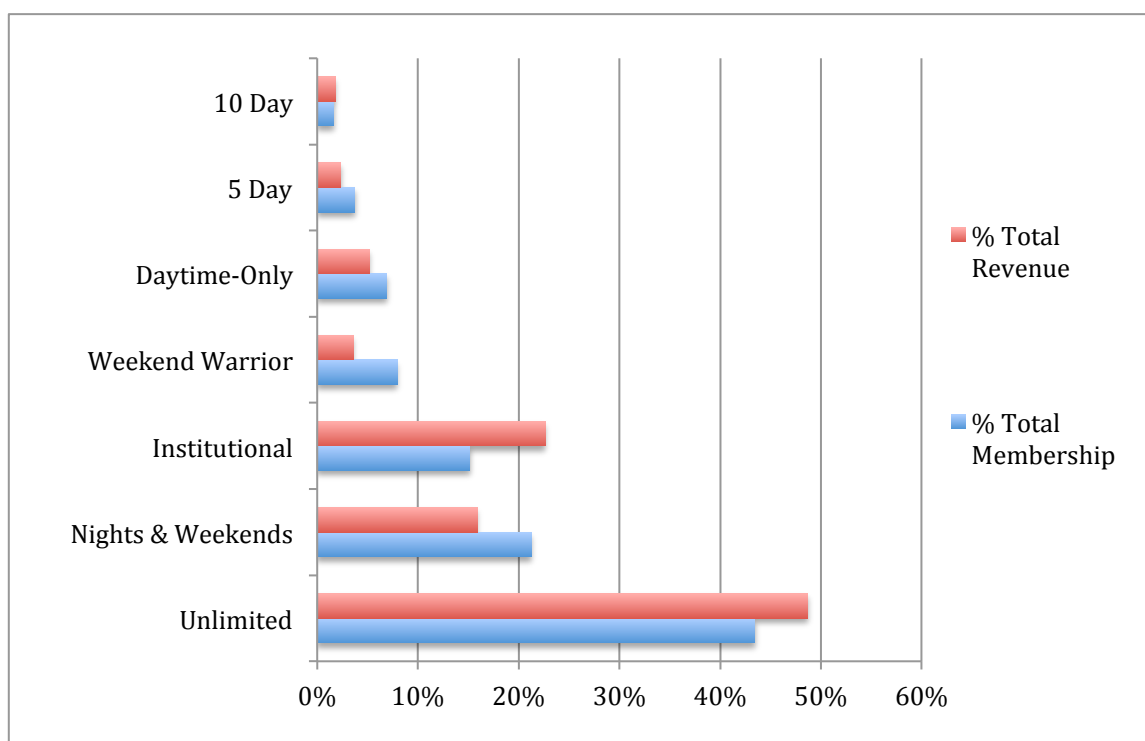


Figure 5 is ordered such that the membership types are listed in increasing order, according to percent of total membership. The majority of membership types earn more revenue, proportionately, than they capture in total memberships. The 'Institutional' membership option and the 'Unlimited' membership option both capture proportionately less revenue when compared to how the percentage of the total membership for which they account.