YMCA of Metropolitan Los Angeles

Two Data Analytics Projects

FALL 2023 | DATA ANALYTICS | 7 STUDENTS | 2 TEAMS

Seven senior Information Systems students worked in two faculty-supervised data analytics teams with the YMCA of Metropolitan Los Angeles. One four-student team examined characteristics of members who use exercise programs; a separate three-student team evaluated the relationship among family membership, exercise-program utilization, and member retention. Each team followed the same structured analytics process while addressing a distinct objective.



Exercise program utilization team - four students

PROJECT

Exercise Program User Characteristics

OBJECTIVE

Use exploratory analysis to identify characteristics of YMCA members who utilize exercise programs and communicate patterns that could support program understanding.

ARTIFACTS PRODUCED

- Business and data understanding summary
- Data-quality review and prepared dataset
- Dashboards, graphs, charts, or tables
- Evaluation against the stated business objective
- Final report, prioritized actions, and partner presentation



Family membership and retention team - three students

PROJECT

Family Membership, Program Utilization, and Retention

OBJECTIVE

Evaluate the relationship among family membership, exercise-program utilization, and member retention, then organize actionable findings for partner review.

ARTIFACTS PRODUCED

- Business and data understanding summary
- Data-quality review and prepared dataset
- Dashboards, graphs, charts, or tables
- Evaluation against the stated business objective
- Final report, prioritized actions, and partner presentation