

# Anytime Fitness uses AI from Aible to identify patterns around achieving fitness goals and improving member experience in **12** days



## Company Profile

Large fitness and wellness franchise

## Industry

Health + Fitness Services

## Region

Global

## Challenge

The project purpose was to investigate what factors led to certain members being able to achieve their fitness goals – including the member’s physical profile as well as the member’s exercise activities.

## Solution

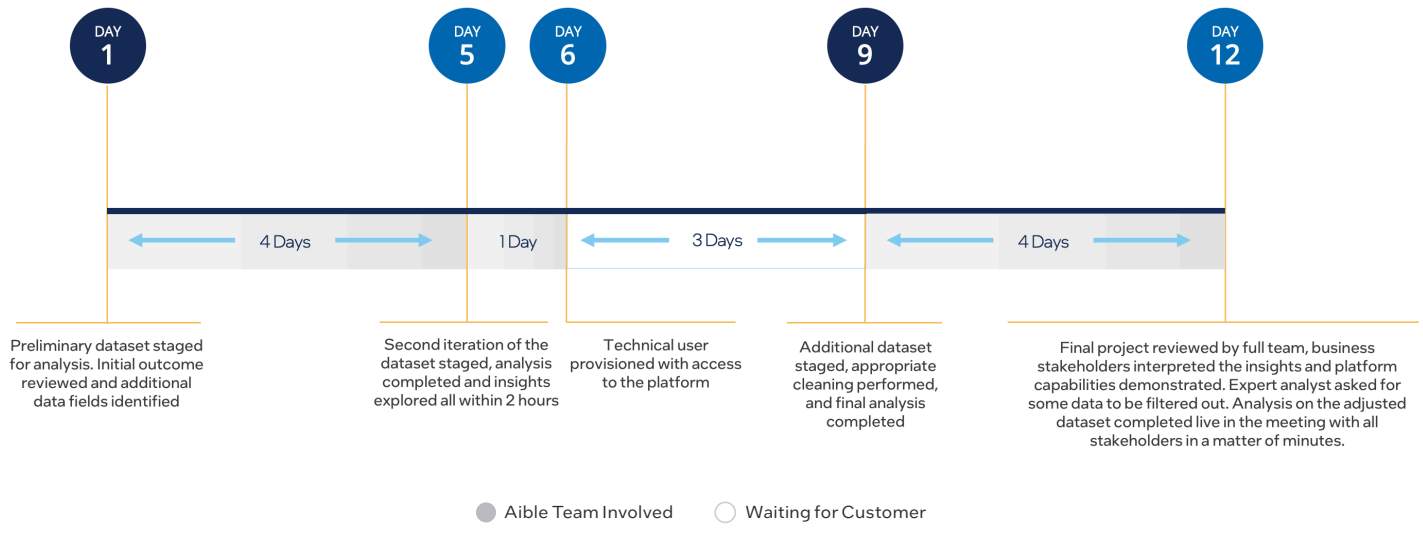
Utilizing Aible Sense and Explore, the organization was able to quickly identify patterns related to members achieving certain fitness goals. This allowed the organization to potentially target consultations in a more effective manner, and improve member experience and outcomes. The analysis showed the actual benefit of exercise visits net of all other factors. It also showed the importance of proper hydration.

## Use Case & Project Details

- **Use case analyzed:** Fitness goal achievement
- **Potential Project Results:** New insights generated around member behavior and the achievement of fitness goals
- **Time from data provision to project completion:** 12 days
- **Elapsed time from raw data to evaluation of 572,850 variable combinations on serverless infrastructure:** Less than 10 mins

## Outcome

Aible was able to immediately identify patterns related to member success, thus potentially improving member experience and outcomes



"The time to insight and the fact we can push a couple of buttons to get there was extremely impressive. The platform showed us some patterns we knew and many we didn't. The insights allow us to provide more curated experiences for our members and more effective and targeted recommendations to improve their chance of success – most notably of which was to make sure to stay hydrated."

– Chris Sullivan, VP Enterprise Data and Security, Anytime Fitness