



CUSTOMER STORY

A leading fitness chain in Belgium & Luxemburg



Company Overview

Jims, Fast-growing fitness chain



Jims is a fast-growing fitness chain with tens of clubs. Jims was facing the complexity of scaling rapidly across Belgium and Luxembourg, while data was spread across different systems and Excel.

Their legacy data was siloed across Magicline (a German gym management system), different finance tools, and various Excel spreadsheets. Reporting was inconsistent and hard to scale.

With a focus on community-centered fitness experiences, Jims serves a large and active member base through their expanding network of studio locations. Jims partnered with Peliquan to unify all this data, build robust analytics models, and deliver secure, user-friendly insights for managers at every level.

The Challenge

As Jims prepared for ambitious expansion, their existing data ecosystem presented challenges that threatened their scaling objectives:

Data Silos

Membership, check-ins and class participation came from Magicline (via its DWH and API), financial data was in separate accounting systems, and campaign/member codes were managed in dozens of Excel files.

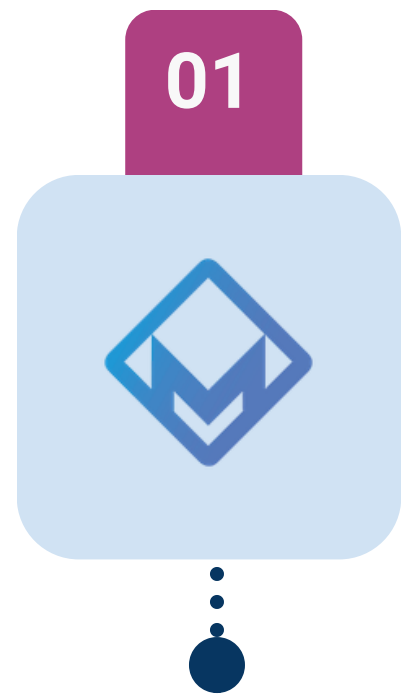
Scalability & Security

As Jims prepared to grow, they needed a solution that could securely handle more clubs and users without performance loss. Role-based access control was essential so regional and studio managers see only their own data.

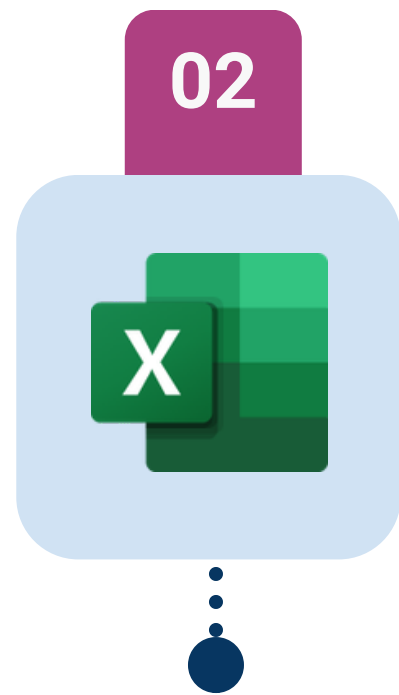
Timely Insights

Manual processes made reporting slow and error-prone. Jims wanted near real-time dashboards and alerts to act on trends (like sudden drops in attendance or overdue renewals) before they impacted revenue.

CONNECTORS USED



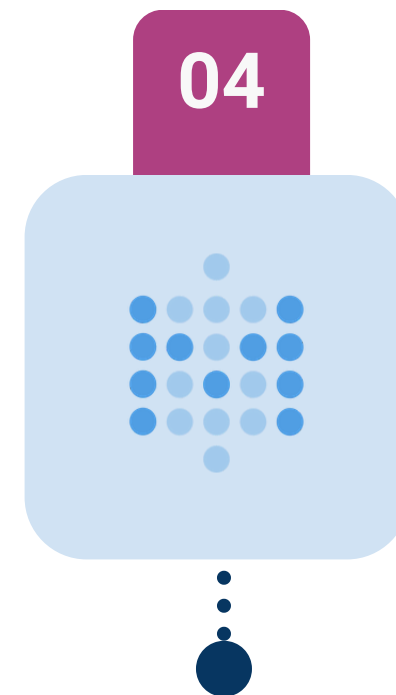
MAGICLINE



EXCEL SHEETS



EXACT ONLINE



METABASE



MS TEAMS



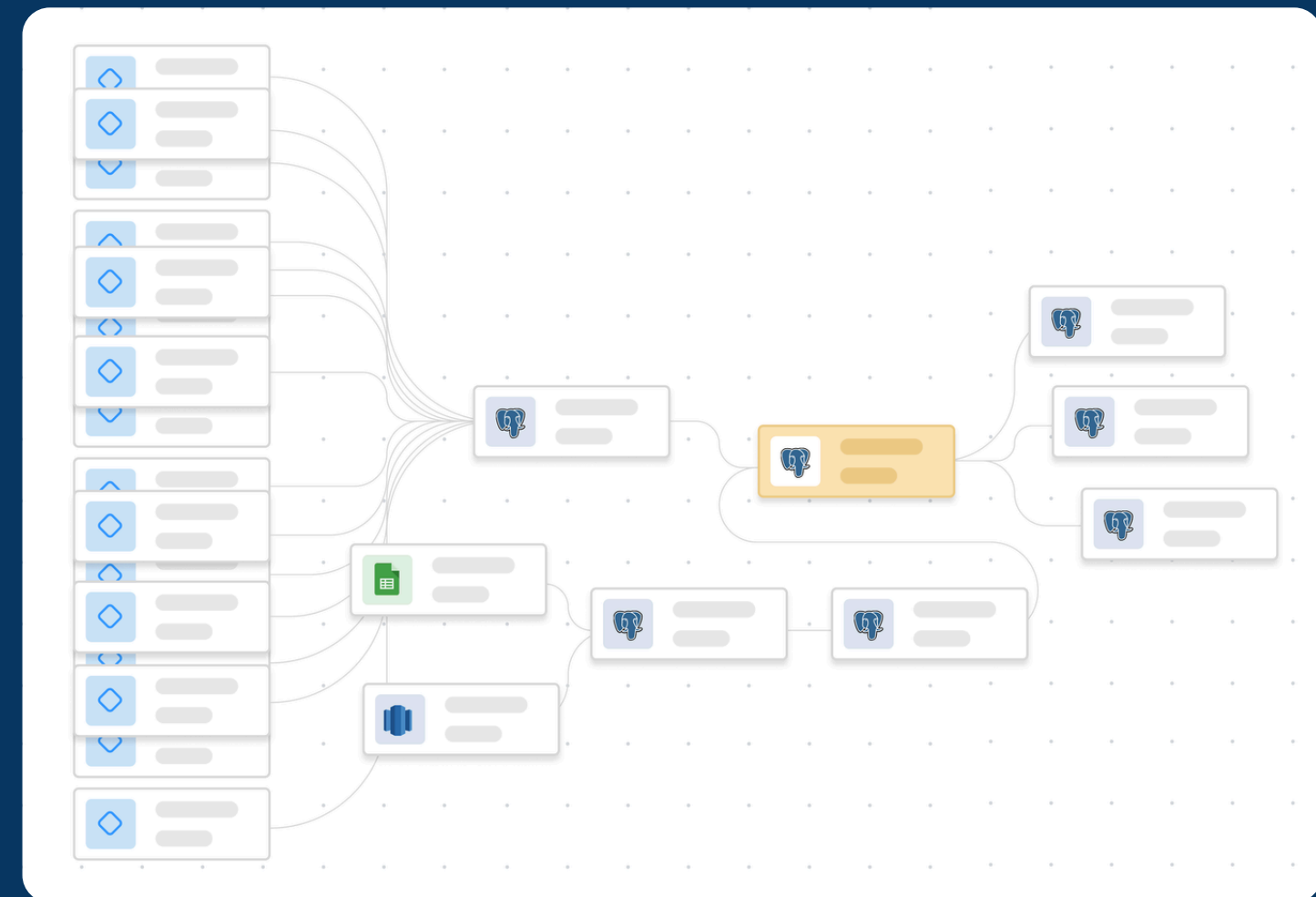
HELLO CUSTOMER

The Pelican Solution

Unified Data Integration

Pelican connected Magiclinc's data warehouse and API, Jims's financial systems, and mapping spreadsheets into a fully hosted warehouse. This brought together previously siloed data streams - from member contracts and check-ins to accounting and campaign codes - into one governed environment.

All studio-level feeds are now standardized and centralized, ensuring that every studio, region, and brand reports against the same trusted definitions. Automated syncs, secure token handling, and clear sandbox vs. production separation mean integrations stay reliable even as systems evolve.

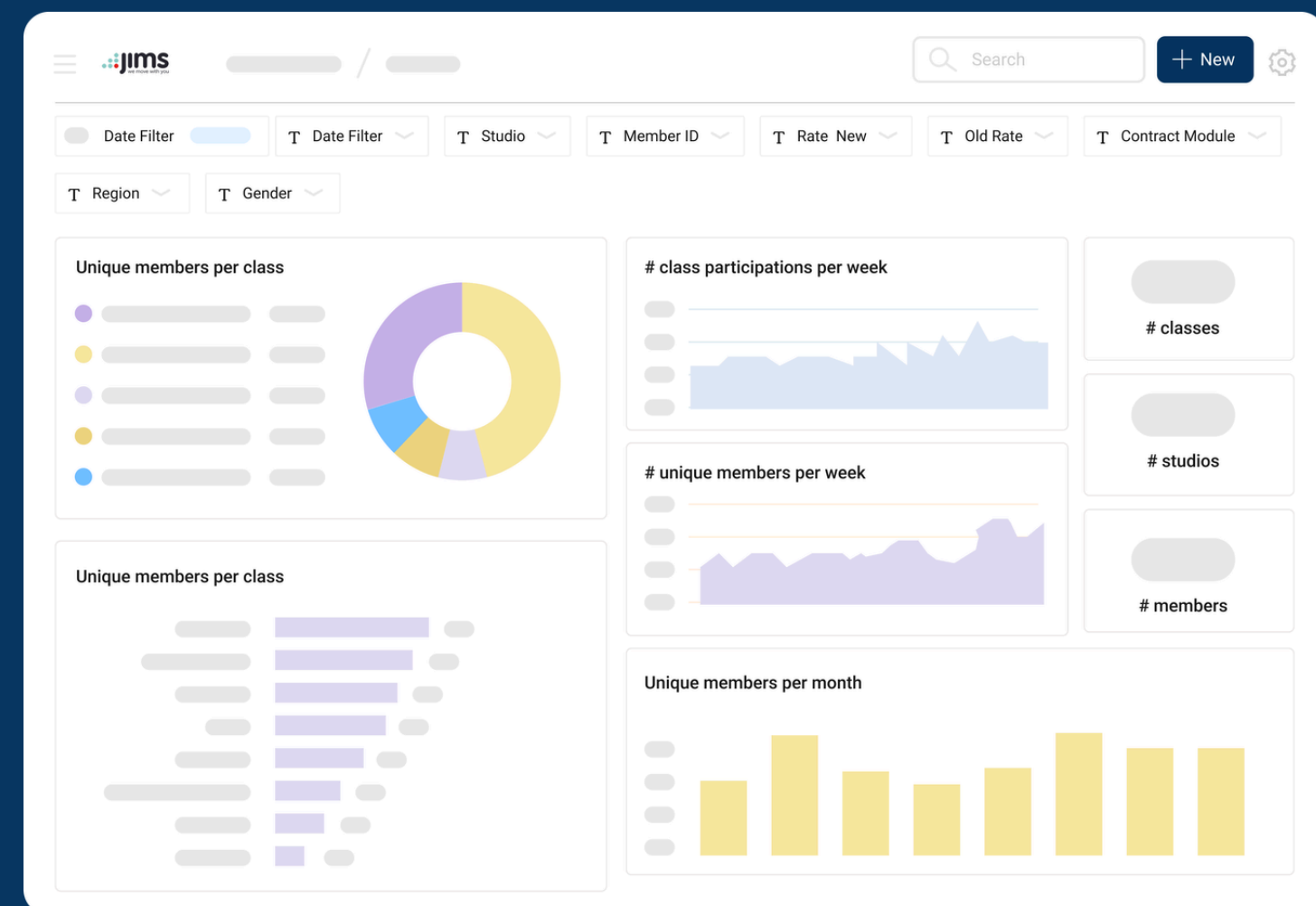


The Pelican Solution

Self-Service Dashboards

Using Metabase, Pelican built interactive reports for executives, regional leads and studio managers. Consistent filters (by club, region, country and brand) and presets mean everyone sees the same definitions of metrics.

Example dashboards include: active members over time, daily joiners/leavers, corporate membership views, and class participation trends.



The Pelican Solution

Advanced Analytics

Data engineers at Pelican modeled active members, daily joiners/leavers and cancellation types (flagging ordinary vs. extraordinary churn) in SQL and Python. We also integrated class participation and check-in records by studio, adding safeguards to avoid double-counting. Campaign IDs and member codes were cleaned and mapped to unified categories for filtering. These trusted models deliver consistent KPIs across all dashboards.

Centralized Dwh & Models

We set up the data warehouse with conformed dimensions for members, studios, rates and dates. Historical “snapshot” tables record daily active members and the exact days each member joins or leaves. This enables accurate point-in-time reporting and net movement analysis (joiners vs. leavers) over time.

The Pelican Solution

Secure Access & Automation

We enabled Azure Entra SSO for single sign-on. Row-level security ensures users see only their permitted studios/regions. Automated email alerts are on request reports to notify stakeholders about key changes or missing data. Pelican also developed an interactive sales-input app for on-the-fly field updates (which feed directly into targets and performance dashboards) and several data-enrichment apps to standardize incoming data before analysis.

Customer Feedback Integration

We've integrated Hello Customer so CSAT scores tie directly to membership leaver events and campaigns. In plain terms: see how satisfaction drives churn, spot at-risk members earlier, and immediately reach out when satisfaction drops.



KEY FIGURES

20+ reports created

15+ data marts built in Peliqan

<30 days before first report was delivered

50+ mandays saved due to 1 automated input flow

Testimonial

“Peliquan connected our core systems end-to-end - from Magicline’s DWH and API to our financial tools and the mapping spreadsheets teams relied on. They set up a fully hosted data warehouse and built robust models that power the reporting we need across levels, like active members, joiners, and leavers over time.

With Metabase dashboards for management, regions, and studio managers, plus Entra SSO with role and row-level security, we finally have trustworthy, secure insight at our fingertips. This data foundation supports Jims as we continue to expand - without losing visibility or control.

Beyond reporting, we’re now activating our data with an interactive sales input app, several data enrichment apps, API services to other systems such as Zendesk, and a Hello Customer integration to close the loop from insight to action.”

— Frederic Schroyens, Chief Digital Officer

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**LET'S
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