JustGo Data & Insights

Turn your sports data into meaningful insights and action

Your membership system holds a wealth of information about your sport. But understanding what that data is telling you, spotting trends and knowing where to focus your efforts can be time-consuming.

With **15 dashboards** designed for National Governing Bodies, **JustGo Data & Insights** helps you understand participation, membership retention, club performance, workforce compliance and more.

Explore the dashboards available and the questions each one helps your organization answer.

Group	Dashboard	Primary audience	Question it answers
Participation	Participation Health	CEO, Head of Membership, Board	Is our sport growing or shrinking, and how do we compare to peers?
	Member Acquisition & Progression	Marketing Manager, Participation Manager	Where do new members come from, who converts, and who should we target?
	Retention & Churn	Membership Operations Manager, Marketing Manager	Who are we losing, when, and who should we contact right now?
	Talent Pathway & Athlete Progression	Performance Director, Pathway Manager, Coaching Lead	Is our athlete pipeline healthy, and at which stage does it leak?
Class Management	Class Capacity & Utilization	Programs Manager, Course Administrator	Are we filling what we run, and where is capacity being wasted?
	Class Demand & Waitlists	Programs Manager, Course Product Owner	What do people want more of, and where should we add sessions?
Club Network	Club Network Overview	CEO, Club Development Manager, Board	How big and healthy is our club network, and where is it growing or shrinking?
	Club Risk & Intervention	Regional Development Officer, Club Development Manager	Is our sport growing or shrinking, and how do we compare to peers?
Workforce	Workforce Health & Capacity	Workforce Development Lead, Regional Development Officer, CEO	Do we have enough qualified coaches, officials and volunteers to deliver the sport, and where are the gaps?
	Workforce Compliance & Expiry Risk	Safeguarding and Compliance Lead, Membership Operations Manager, Club Development Manager	Is everyone in a regulated role compliant today, and who is about to lapse so we can intervene?

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Equality	EDI Profile & Representation	EDI Lead, Head of Membership, Programs Manager	How does EDI representation look in our sport today?
	Inclusion Impact & Funder Reporting	Funding and Impact Manager, EDI Lead, CEO	Are we closing the gap for under-represented groups, and can we prove it to funders?
Events	Event Participation & Reach	Events Manager, Participation Manager	Are more people entering our events, who are they, and which regions and groups are we not reaching?
	Event Commercial Performance	Events Manager, Commercial Lead, Finance Director	Are our events selling, priced right and profitable, and which upcoming events need a push?
Finance	Income Performance vs Plan	Finance Director, CEO, Board	Where does our income come from, is it on plan, and how does it compare to last season?

Every governing body has different priorities. You can explore a combination of the dashboards available, or work with us to develop something more specific to your organization.

For many governing bodies, a combination works best. Start with the dashboards that answer your most pressing questions, then add tailored consultancy where required.

Get in touch with our experts at

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Book a demo