

Business Report:

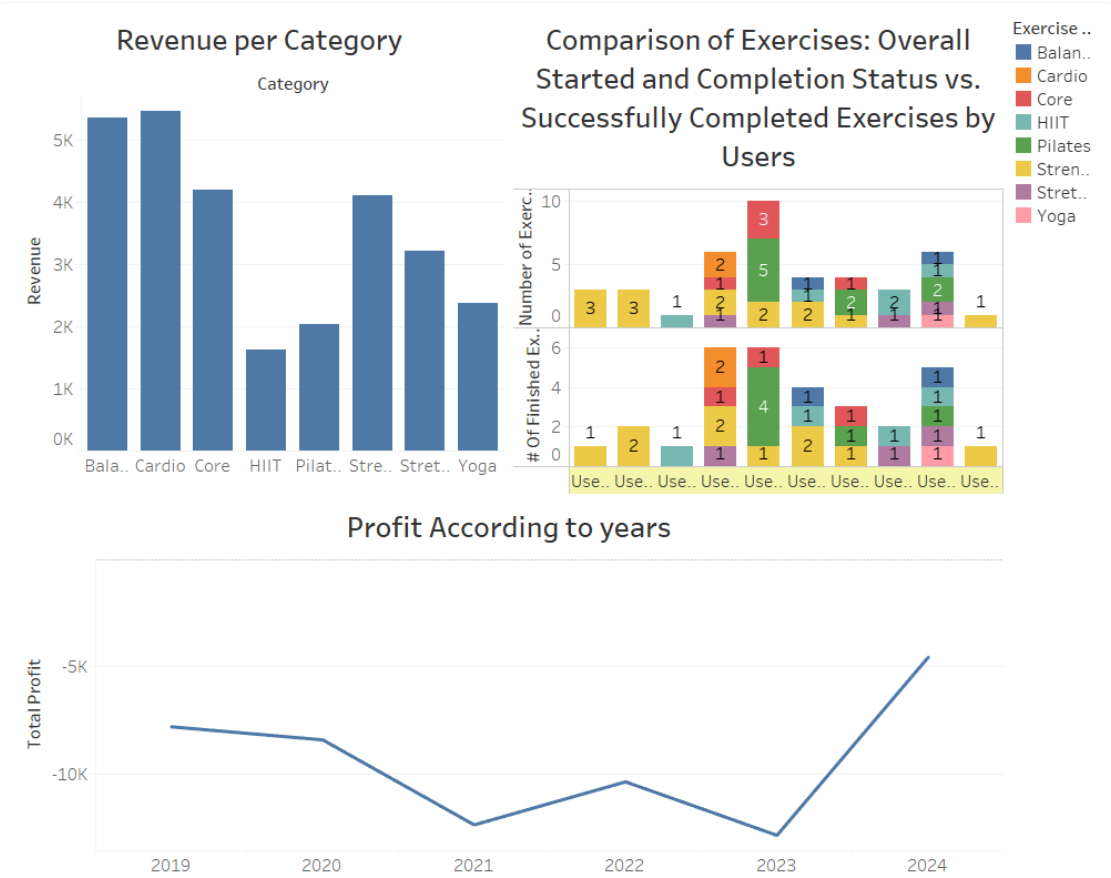
Our organization, a fitness center, utilizes a dashboard based on tables that contain extensive data on trainees, including details about their physical activities, personal information, and accompanying metrics for efficient analysis and management. This setup enables efficient monitoring of member activities and business metrics, offering tailored dashboards for both management and trainees to optimize performance.

From this data, we analyze two Dashboards:

- 1 .For management
- 2 .For trainees

Dashboard – Management:

The dashboard is designed to meet the management's needs by creating a comprehensive picture of the fitness center's revenues, which are influenced by several factors: types of exercises, profits from each exercise, client expenses, and a detailed analysis of the total profit generated by the center. The report particularly highlights which types of exercises contribute most to the overall profit.



Understanding the financial situation of the fitness center is critical for managers as it enables informed decision-making and strategic planning. Familiarity with revenue sources such as supplements and membership fees allows managers to allocate resources efficiently, identify growth opportunities, and optimize marketing efforts. This financial insight is

essential for maintaining profitability, sustaining operations, and ensuring the overall financial health of the fitness center.

This critical analysis addresses the fundamental question of financial management: What are the main training categories that contribute to the fitness center's revenue? This question is important as it relates to the financial drivers behind the fitness center's revenues.

Understanding which categories of training significantly contribute to income is crucial for efficient resource allocation, optimization of marketing strategies, and informed decision-making by managers. It provides insights into the financial functioning of the center and allows thinking about proactive steps to maintain profitability. Indeed, answering this question enables managers to make data-driven strategic decisions to ensure the long-term success of the fitness center.

Based on our data analysis, it appears that the "cardiovascular endurance" and "balance" training categories yield the highest revenues. Therefore, it is recommended to promote these training programs to more clients as there is a high likelihood that they will not only enjoy but also significantly contribute to increasing profits. This strategic approach matches both customer preferences and financial objectives aimed at improving overall profitability. By highlighting and promoting these profitable training categories, the fitness center can attract more participants to capitalize on their interest and consequently maximize revenues. This recommendation is based on achieving a dual goal of satisfying customer satisfaction from the center and additionally promoting the financial growth of the center's revenues.

Another critical question explored in the report examines how many sessions trainees started and did not finish in various training categories? While many users start different exercises, not all continue to completion. Our goal is to conduct a comparative analysis to understand the motivation levels of trainees to invest efforts in preventing early discontinuation of exercises. This examination helps identify potential factors contributing to incomplete trainings, such as lack of knowledge, motivation, or perhaps dissatisfaction with a coach. By understanding and addressing these issues, we not only improve user satisfaction but also significantly impact the financial success of the fitness center.

According to data analysis, many users initiate but do not complete strength exercises, and in the core category, there is a user who started training in this category three times but only completed it once. Understanding and addressing these issues are crucial to the economic success of the fitness center in several ways: by tailoring training programs to better match the preferences and motivations of the trainees, we can increase trainee retention at the center and attract new customers. Additionally, a high completion rate of trainings indicates that the training indeed satisfies the trainee and that they are motivated to continue training at the center, therefore it is necessary to analyze thoroughly which trainees complete trainings and which do not, and what type of training categories are involved.

In order to improve these issues to enhance the financial situation of the center, we must consider providing additional support and guidance to users engaged in strength and core exercises, ask for feedback from trainees about their concerns/complaints/how effective the trainings in the category are. By implementing these strategies, fitness center managers can

not only improve the satisfaction and motivation of the trainees but also cultivate a stronger financial base for the fitness center by increasing the involvement of the trainees and paying attention to the categories of strength and core exercises at the fitness center.

Another question that the report answers is how has the overall profitability of the fitness center developed over the years? Tracking how much the fitness center earns over the years is important to understand its financial path. It helps us see if the fitness center is succeeding economically or facing challenges. By knowing the trends in total profit, we can make smart decisions to manage the fitness center's economy better, use resources wisely, and plan the future operation of the center. This information is vital to maintaining the financial stability of the fitness center to ensure it can grow and handle any ups and downs in business.

According to the data, the fitness center is currently at a loss. The fitness center opened in 2019 with a loss of about 8,000 NIS, and the decline in profits continued until 2021. In 2021, there was a slight increase in profits and then a decline again. Only from 2023 onwards there is a gradual increase with a current loss of around minus 4. By analyzing these trends, we can make informed decisions to change the financial situation. Strategies such as implementing steps to reduce costs, improving membership plans, and optimizing resource allocation can contribute to the economic success of the fitness center. Additionally, maintaining awareness of trends and making proactive adjustments will ensure that the business thrives and avoids staying in a negative financial situation.

In order to improve profitability, fitness center managers need to implement strategic steps based on the financial trends observed. Consider initiatives to reduce costs, perform resource allocation optimization, and think about innovation in the fitness center to attract and retain customers. Additionally, consider conducting marketing campaigns and purchasing innovative equipment for the fitness center to diversify, attract customers, improve the center's revenues, and retain them for the long term.