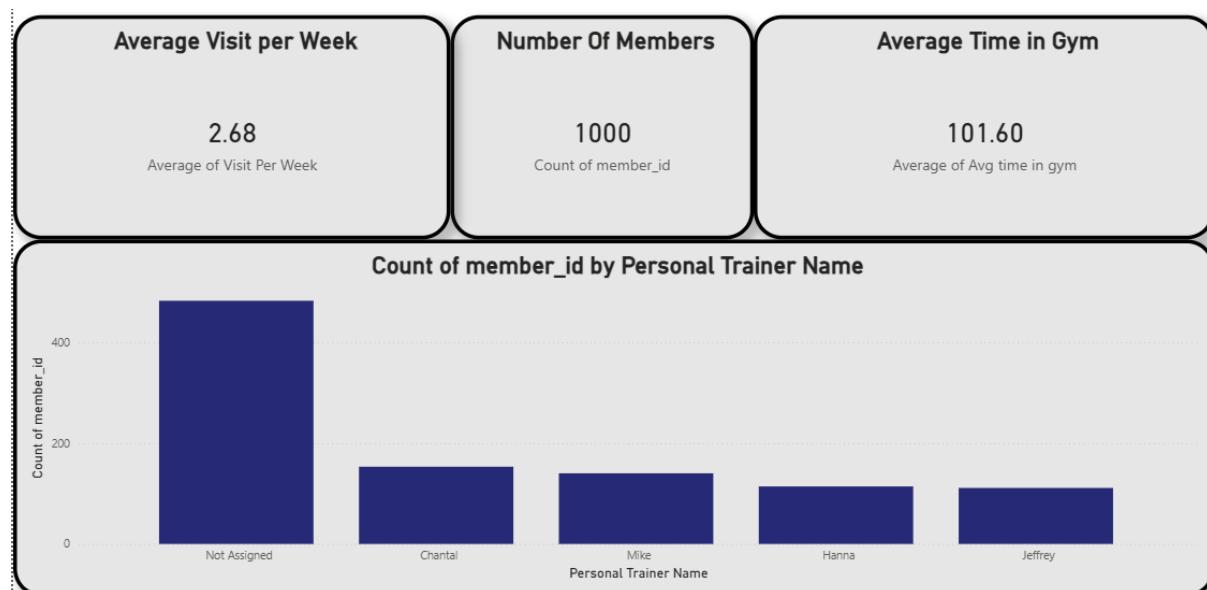
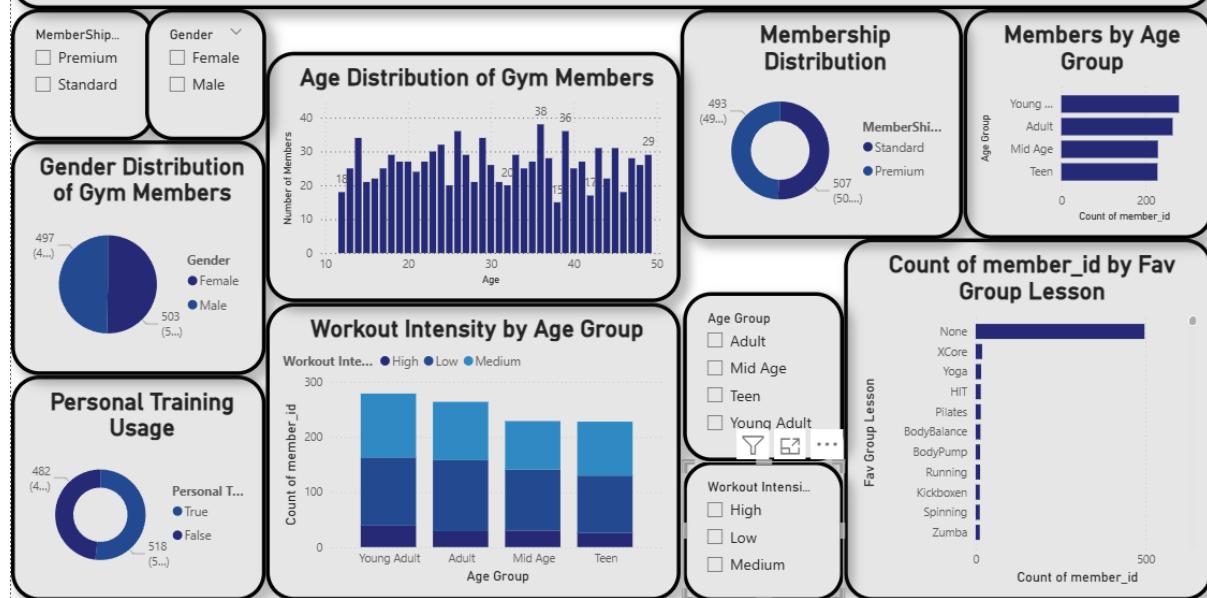


Gym Member Behavior and Engagement Patterns



Summary:

Descriptive Analysis (What happened?)

- Analysed 1000 gym members across age, gender, and membership types.
- Premium members visit the gym more frequently than standard members.
- Most members fall under Young Adult and Mid-Age groups.
- Average gym time is around 1.5–2 hours.
- Medium workout intensity is the most common.

Diagnostic Analysis (Why did it happen?)

- Higher visits from premium members due to better facilities and classes.
- Young adults prefer higher workout intensity.
- Mid-age members Expecting more for personal training.
- Peak gym usage occurs in morning and evening hours due to work schedules.

Predictive Analysis (What will happen?)

- Premium memberships and personal training demand are likely to increase.
- Peak-hour congestion will continue.
- Members with higher visit are more likely to retain long-term in Gym.

Prescriptive Analysis (What should be done?)

- Promote premium memberships.
- Increase trainers and equipment during peak hours.
- Offer age-based workout and training plans.
- Expand popular group lessons to improve engagement.

Final Conclusion:

This dashboard not only explains past gym member behavior through descriptive and diagnostic analytics but also helps predict future trends and provides prescriptive actions to improve customer engagement, operational efficiency, and revenue.