

Hinergo Gym

From Garage Startup to Global





Hinergo Gym - Company Profile and Development

- Hinergo Gym is founded in Rome in 2008 by industrial engineer **Leonardo Grelli**.

 Inspired by how gym users often adapt equipment to suit their needs, he defines a clear **mission**:
- Design modular, intelligent equipment that adapts to people—not the other way around.

The first product is a multifunctional bench designed for physical therapy.

The move into **home fitness** follows naturally, driven by growing interest in wellness and personalized training.





- Strong product **quality** and rising **demand** fuel rapid industrial expansion:
 - an automated production plant opens in Rome;
 - logistics hubs are activated in Milan and Turin, optimizing distribution across Italy and Europe.
- Two key pillars of the business model are established:
 - modularity of equipment;
 - fast, traceable logistics tailored for direct-to-consumer sales.





PRODUCTS

ABOUT

CONTACT

Q

HIGH-QUALITY GYM EQUIPMENT

Shop a wide selection of premium equipment for commercial and home gyms.

SHOP NOW





TRD001TRD001



STR02



CBL001



MCH003

International Expansion (2015–2018)

Between 2015 and 2018, Hinergo Gym opens two international subsidiaries:



- an operational site in Brussels for production and logistics in Northern Europe;
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- a branch in **Charlotte**, North Carolina, to serve the U.S. market.
- Online sales expand to Canada, the UAE, and the U.S., thanks to a hybrid positioning:premium quality, customization, and accessible pricing.

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Technology and Data Strategy (2019–2023)



HINERGO GYM Starting in **2019**, Hinergo Gym invests heavily in **digital innovation**:

- IoT-compatible components are integrated into equipment; a mobile app is launched for workout management;
- cloud integration supports usage by physiotherapists and fitness centers.

In 2023, Hinergo adopts a **data-driven strategy** powered by **Power BI**:

- real-time monitoring of sales, margins, customer data, and feedback;
- production optimization based on campaign and seasonality data;
- implementation of a customer satisfaction score per order (1-to-5 scale).

Current Business Model

- Sustainability and European Supply Chain:
 - over 70% of production uses recycled materials;
 - the supply chain is entirely European and certified;
 - rental and buy-back programs reduce environmental impact.
- Hinergo Gym operates through a hybrid structure:
 - **B2C** via **e-commerce**, with fast and traceable delivery;
 - **B2B** through **authorized resellers** and gym chains.





DimDate (Calendar)

Role: Central date table for filtering and time-based aggregation.

Connected to: FactSales , FactOrderSatisfaction , DimOrder

Column	Description
DateKey	Integer surrogate key (e.g. 20240512) for efficient joins
Date	Full date in date format
Year, Quarter, Month, Day	Hierarchy for aggregations
MonthName , DayOfWeekName	Text labels for better visuals
IsWeekend	Boolean flag for weekend (useful for KPIs)
WeekOfYear , DayOfYear	Seasonal indicators
IsMonthStart, IsMonthEnd	Useful for tracking cycle openings/closings



DimProduct, DimSubcategory, DimCategory

Role: Define the hierarchy: Product → Subcategory → Category

Column	Description
ProductKey , SubcategoryKey , CategoryKey	Surrogate keys
ProductName, SKU, Color, UoM	Descriptive, for slicers
UnitCost, UnitPrice	Needed for margin analysis
WeightKg , DimensionsCm	Optional, for logistics
IsActive	Useful for filtering active SKUs



DimCustomer

Role: Represents end customer (B2C or B2B)

Connected to: FactSales , FactOrderSatisfaction , DimOrder

Column	Description
CustomerKey	Surrogate key
CustomerType	'B2B' or 'B2C'
Country , City , Region	Geographical attributes
Industry	B2B only (NA otherwise)
Segment	e.g., 'High Value', 'Online Only'
FirstName , LastName	Only for B2C customers



DimLocation

Role: Identifies physical locations (shipping / production sites)

Column	Description
LocationKey	Surrogate key
LocationName	Site name
LocationType	'Logistics', 'Production', or 'Hybrid'
Region, Country	For geographic analysis
CompanyKey	Foreign key to responsible legal entity





Role: Represents legal business entities in the group

Connected to: FactSales , DimLocation

Column	Description
CompanyKey	Surrogate key
CompanyType	'Holding', 'Affiliate'
ParentCompanyKey	For self-join in group structures
CurrencyCode	To support multi-currency analysis
LegalForm	e.g., Srl, Inc., GmbH





Role: Defines sales channel

Column	Description
ChannelName	e.g., 'Online', 'Retail'
ChannelType	e.g., 'Direct', 'Indirect'
ChannelDescription	Optional free text





Role: Marketing campaign dimension

Column	Description
CampaignName , CampaignType	e.g., 'Black Friday', 'Spring Sale'
DiscountPct	Planned average discount in percentage
StartDateKey , EndDateKey	Campaign duration via surrogate dates





Role: Normalizes orders to allow multi-table linkage

Connected to: FactSales, FactOrderSatisfaction

Column	Description
OrderKey	Surrogate key
OrderNumber	Real order number (used for logical joins)
OrderDateKey	Surrogate date key for the order



FACT TABLES

★ FactSales

Role: Primary fact table with full detail of sales transactions

Connected to: All dimensions

Column	Description
SalesKey	Technical primary key
SalesDateKey	Foreign key to DimDate
ProductKey , CustomerKey , ChannelKey , LocationKey , CompanyKey , CampaignKey	Foreign keys to dimensions
OrderNumber	Logical join to DimOrder, FactOrderSatisfaction
QuantitySold	Units sold
UnitPrice, UnitCost	Price and cost per unit



FACT TABLES

★ FactSales

Role: Primary fact table with full detail of sales transactions

Connected to: All dimensions

Column	Description
DiscountAmount	Discount value (absolute)
SalesAmount	Net revenue = (Price × Qty – Discount)
CostAmount	Total cost = (UnitCost × Qty)
ProfitAmount	Gross profit = SalesAmount – CostAmount
CurrencyCode	Transaction currency (EUR, USD, CAD)
FullUnitPrice	List price (without discount), for price analytics
CreatedDate , ModifiedDate	For audit and tracking purposes



FACT TABLES



★ FactOrderSatisfaction

Role: Captures customer feedback on each order Connected to: DimOrder , DimDate , DimCustomer

Column	Description
OrderNumber , OrderDateKey	Join keys to other tables
SatisfactionScore	Rating from 1 to 5
SurveyDateKey	Date of feedback submission
Comments	Optional free text for qualitative analysis





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