



IronCore Fitness DASHBOARD

A comprehensive review of Its gym membership



-- Business Introduction --



IronCore Fitness is a modern, results-driven fitness brand dedicated to redefining the way individuals approach health and strength training.

Established with a vision to empower people to unlock their full potential, IronCore is on a mission to transform lives by combining expert coaching, cutting-edge training methods, and a supportive community.

We specialize in delivering personalized workout programs, performance tracking, and holistic wellness solutions designed for athletes, fitness enthusiasts, and everyday individuals alike — from strength building and endurance training to overall lifestyle improvement.

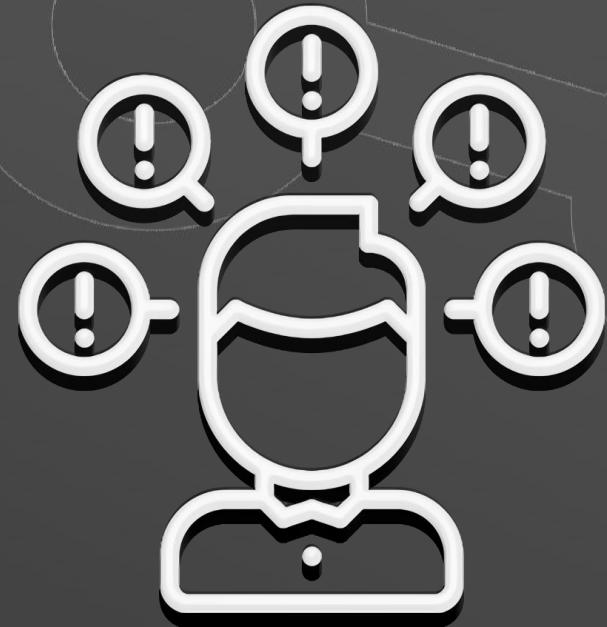


-- PROBLEM STATEMENT --

As IronCore Fitness expands its client base, training programs, and membership tiers across multiple locations, the management team struggles to gain a **unified, real-time view of member distribution, trainer performance, and overall fitness engagement.**

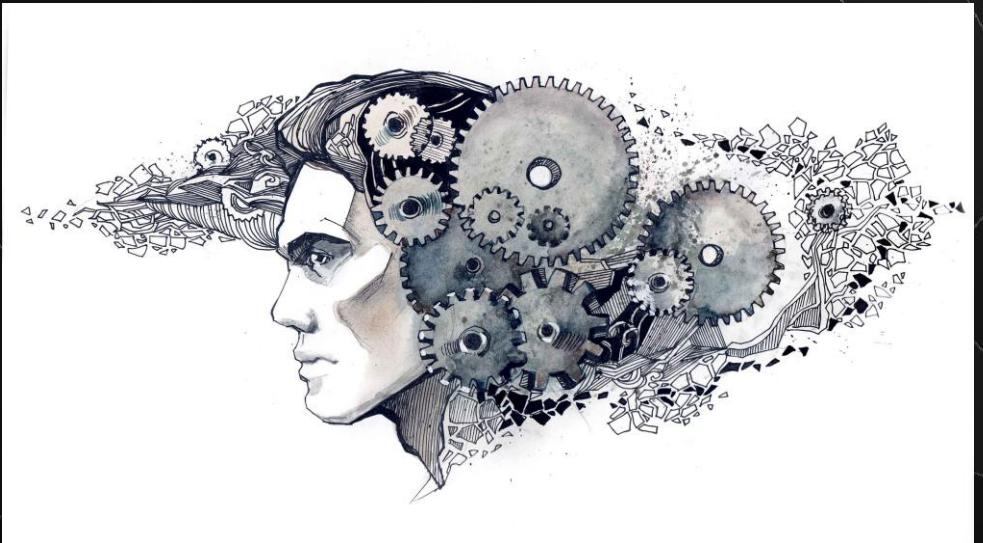
The current dependence on static reports makes it challenging **to track membership growth, identify underutilized services, or analyze patterns in client retention and churn.** It therefore limits data-driven decision-making in **membership management, trainer allocation, and program development.**

To address this, IronCore Fitness requires a **dynamic dashboard** that visualizes **critical business and fitness metrics** across multiple dimensions.





-- Rationale for the Project --



Ensure fair and transparent membership pricing

Enhance client retention and loyalty programs

Optimize trainer assignments across classes and locations

Be informed about fitness trends and evolving client needs

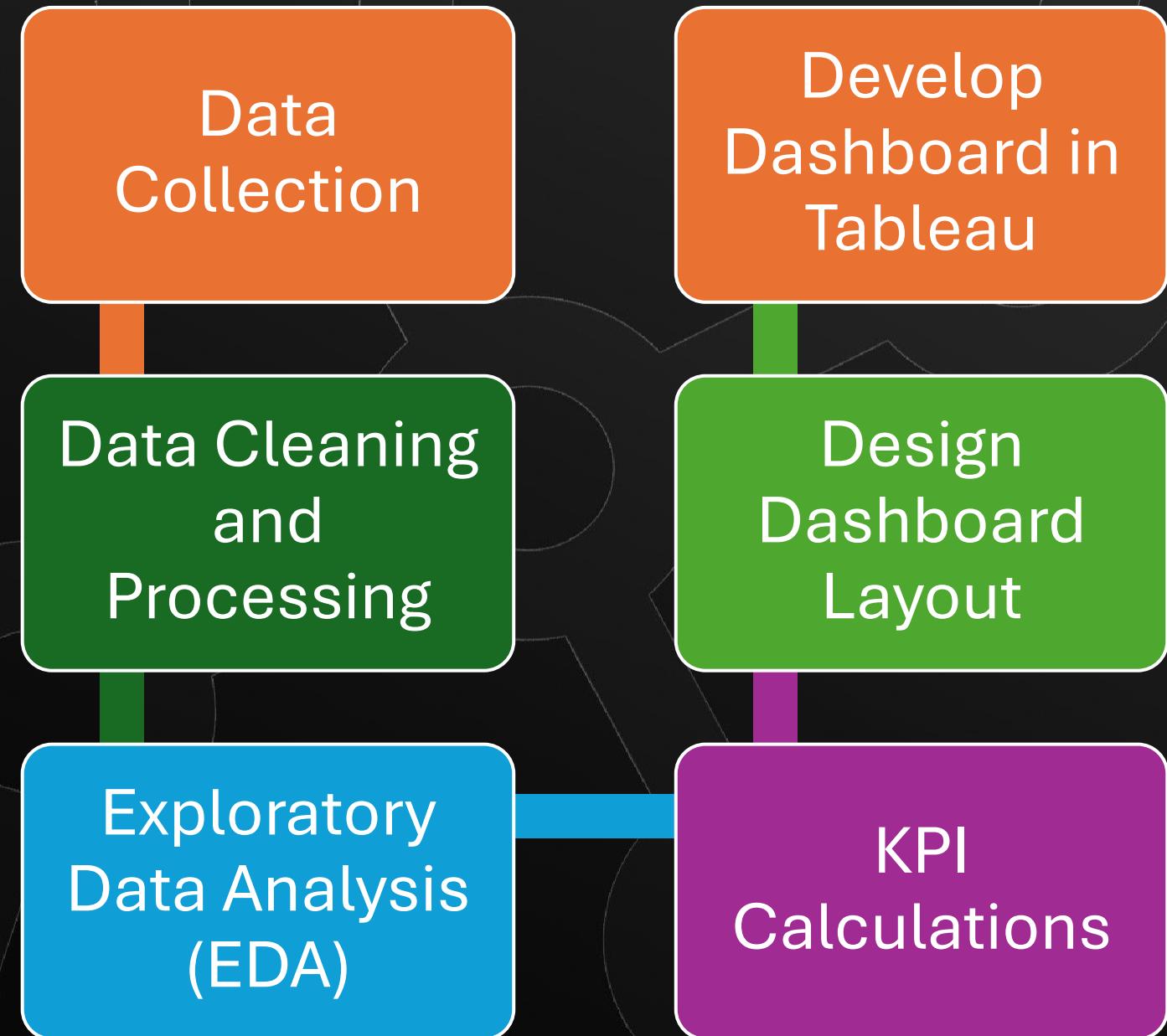


10Alytics

-- Tech Stack --



Project Workflow

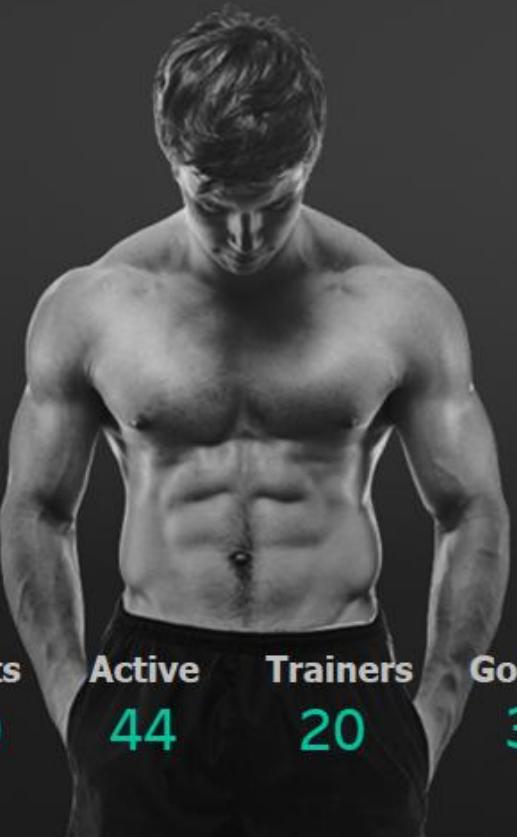




Expected Dashboard

IronCore Fitness Dashboard

your fitness, our priority...



Clients
100

Active
44

Trainers
20

Goals
3

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Last Updated

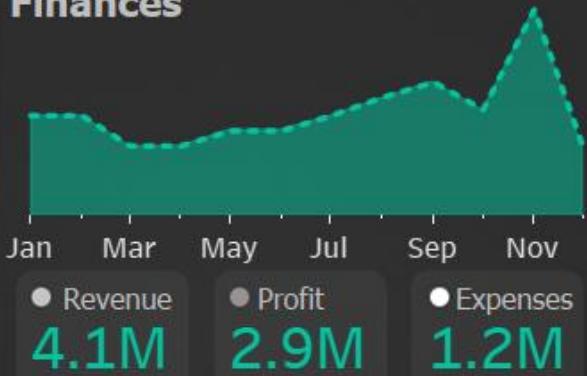
August 20, 2025

Home

Members



Finances



Memberships

■ Expired
■ Active

Platinum
Memberships

33

Gold
Memberships

35

Silver
Memberships

32

User Name Status

Paula Reeves	Active
Debra Woodard	Active
Erin Brown	Active
Lori Hall	Active
Beth Johnson	Active
Brooke Butler	Active
Jesse Vincent	Active
Aaron Clarke	Active
Brooke Mack	Active

Monthly Members

