



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.

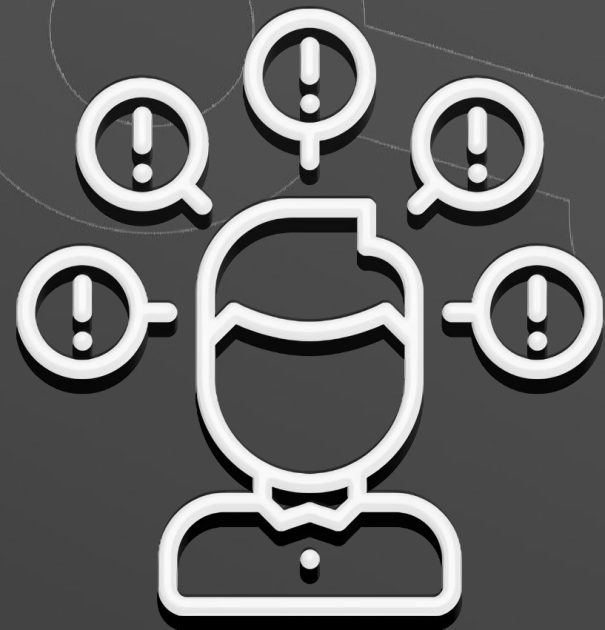
We specialize in delivering personalized workout programs, performance tracking, and holistic wellness solutions designed for athletes, fitness enthusiasts, and everyday individuals alike — from strength building and endurance training to overall lifestyle improvement.

-- 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

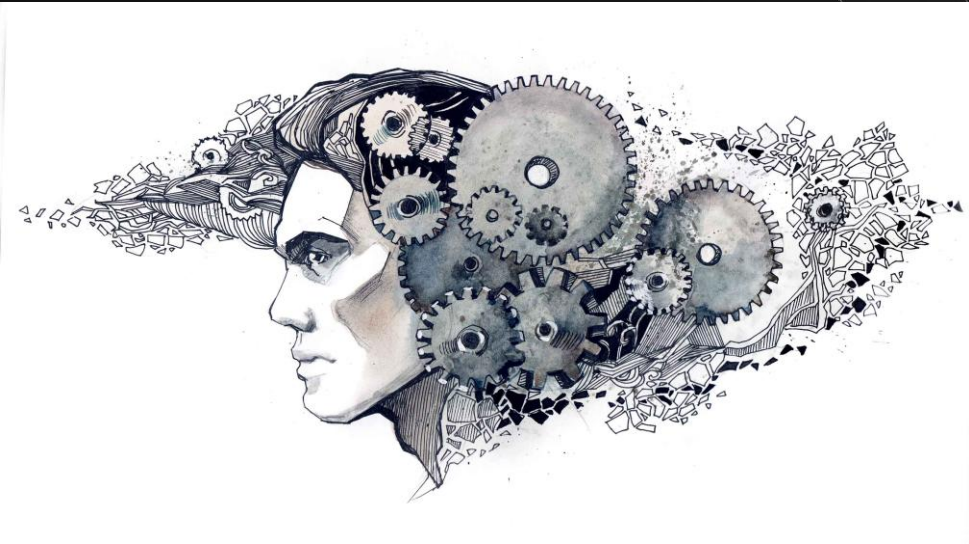
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Ensure fair and transparent membership pricing

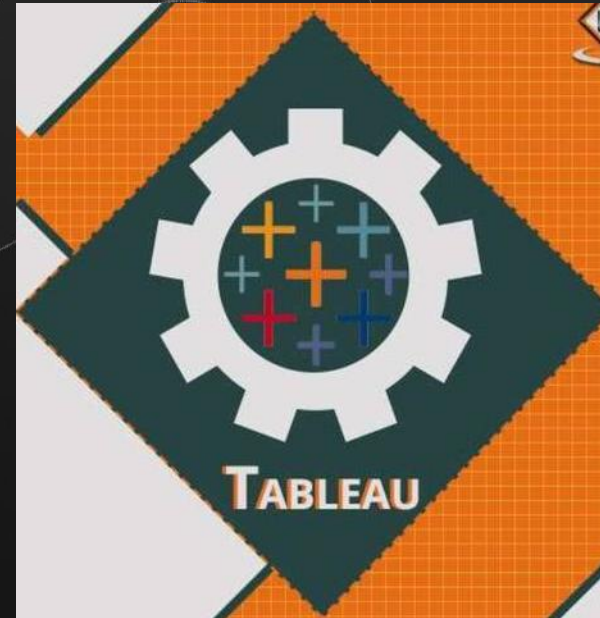
Enhance client retention and loyalty programs

Optimize trainer assignments across classes and locations

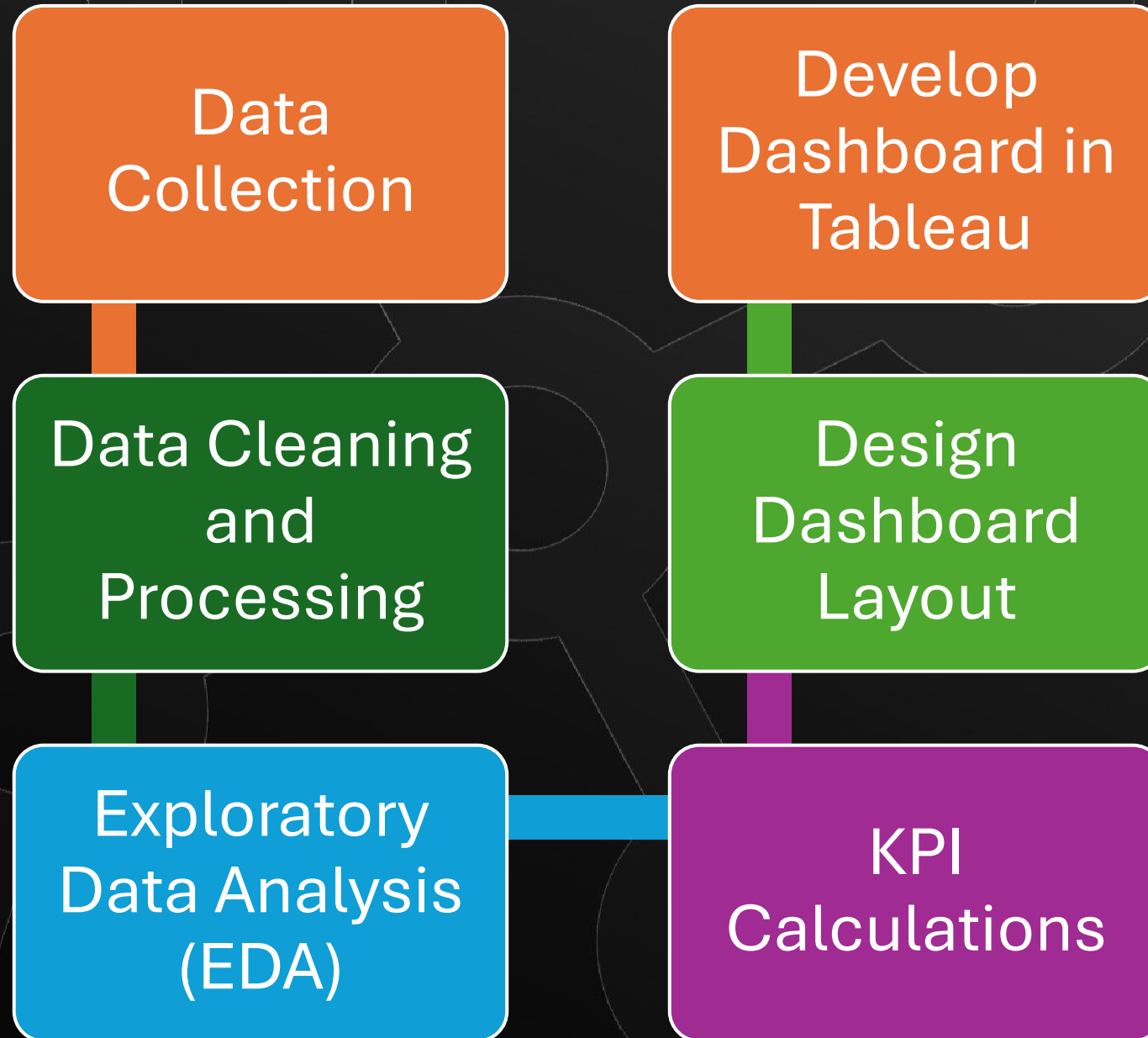
Be informed about fitness trends and evolving client needs



-- Tech Stack --



Project Workflow



IronCore Fitness Dashboard

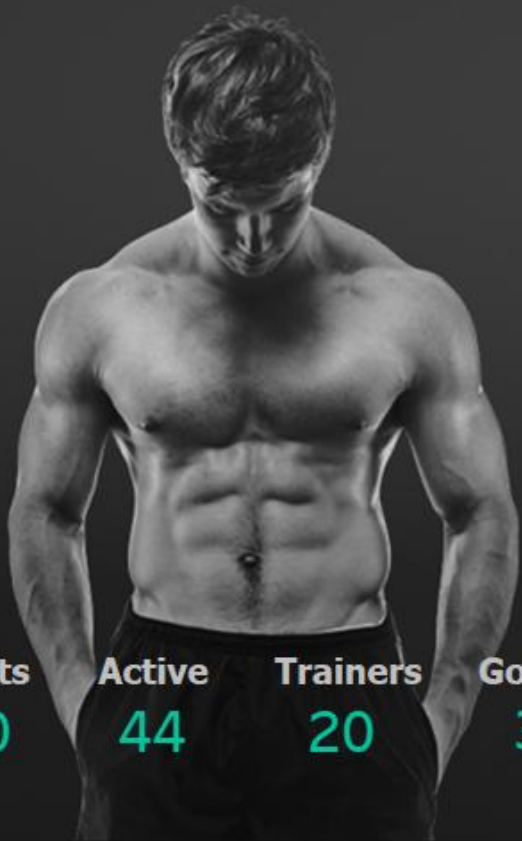
your fitness, our priority...

2:33:19 PM

August 20, 2025

Home

Members



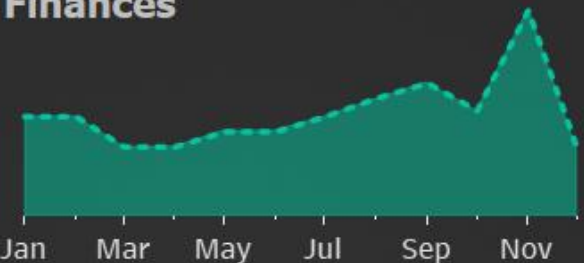
Clients
100

Active
44

Trainers
20

Goals
3

Finances



Revenue
4.1M

Profit
2.9M

Expenses
1.2M

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	

Memberships

Expired
Active



Platinum
Memberships

33



Gold
Memberships

35



Silver
Memberships

32

Monthly Members

