**Fitness Center Membership & Trainer Scheduling System - Salesforce Project Report**

### 1. Problem Statement

Fitness centers and gyms face challenges managing memberships, trainer schedules, class bookings, and payments. Overbooking classes, missed sessions, and lack of visibility into trainer availability reduce revenue and member satisfaction. Manual tracking leads to inefficiency, poor member engagement, and limited insights for gym management. A Salesforce-based system can automate membership management, class/trainer scheduling, send reminders, track attendance, and provide dashboards for performance and utilization.

### 2. Phase-wise Implementation

**Phase 1: Problem Understanding & Industry Analysis** - Identify fitness center workflows, member pain points, and trainer schedules. - Identify stakeholders: Gym Manager, Trainer, Member, Receptionist. - Analyze how Salesforce CRM can digitize memberships, automate class scheduling, reduce missed sessions, and enhance member experience.

**Phase 2: Org Setup & Configuration** - Set up Salesforce environment for the fitness center. - Configure business hours, fiscal year, and gym branches. - Create users: Gym Manager, Trainer, Receptionist, Member (portal user). - Assign roles, profiles, and permission sets.

**Phase 3: Data Modeling & Relationships** - **Custom Objects:** Member, Trainer, Class, Membership, Attendance, Payment. - **Relationships:** - One member can have multiple memberships and attend multiple classes. - One trainer can conduct multiple classes. - Classes connect members with trainers.

**Phase 4: Process Automation (Admin)** - Validation rules for bookings (no past dates). - Flows to automatically confirm bookings, send reminders, assign follow-up tasks. - Automate membership renewal reminders and payment alerts.

**Phase 5: Apex Programming (Developer)** - Triggers to update attendance history. - Apex classes for bulk notifications. - SOQL queries for trainer availability and member participation. - Test classes for deployment readiness.

**Phase 6: User Interface Development** - Lightning App Builder for tabs: Member, Trainer, Class, Membership. - Custom record pages showing related data. - LWC for trainer availability in calendar format. - Member portal for schedules and payments.

**Phase 7: Integration & External Access** - SMS/email API integration for reminders. - Payment gateway integration. - Mobile access via Salesforce mobile app.

**Phase 8: Data Management & Deployment** - Import initial member, trainer, and class data via Data Import Wizard and Data Loader. - Duplicate rules to prevent repeated entries. - Deploy configurations from Sandbox to Production.

**Phase 9: Reporting, Dashboards & Security Review** - Reports: class attendance, membership renewals, trainer utilization, payment collection. - Dashboards for members, trainers, and admin. - Security review: Field Level Security, OWD, sharing rules.

**Phase 10: Final Presentation & Demo Day** - Demo workflow: registration → class booking → reminder → attendance → dashboard. - Showcase automation, UI, integration, and reports. - Handoff documentation and portfolio materials.