**Denver Peak Performance Gym Datamart project**

**Letter of Engagement**

The Denver Peak Performance Gym (DPPG) is a new athletics center opening in the Denver Metro Area in March of 2024. Denver Peak Performance will be in Englewood and plans to serve students from multiple high schools in the area and the University of Denver with discounted student memberships, as well as public memberships. DPPG has already broke ground on their new complex and plans to have their facility finished and furnished by December 2023. The facility will include a full weight floor, cardio deck, cycling studio, CrossFit studio, locker rooms, and a basketball court. Denver Peak Performance plans to be open 24 hours a day 7 days a week.

Denver Peak Performance expects to have over 1000 new members in the first week of operation, and as such need member tracking software to track the number of visits and a way to track revenue from memberships. Memberships are sold in multiple packages: a 3-month, a 6-month, and a 12-month. The 3-month package starts at $200, the 6-month costs $350, and the 12-month costs $500. Membership includes full access to Denver Peak Performance programs and gym access. Students receive a 25% discount on all memberships when they show their student IDs. The full cost of the membership is due at the beginning of the membership period.

Each new member is assigned a Fitness Advisor who will assist members with using gym facilities and how to properly carry out exercises. Denver Peak Performance has 20 employees who act as advisors when they open in 2024. Members will be given a choice of which advisor they would like to be assigned and will be randomly assigned if they have no preference.

**Business Requirements**

**Membership management:** Management would like to know how many members there are by membership package type, and whether they are a student or not.

**Financial Management and Reporting:** Management would like to know how much revenue is being produced from memberships. Calculate the revenue generated from memberships by membership type and age group.

**Member Engagement and Retention:** Management would like to see if members are continuing their memberships. Calculate how many members are continuing their membership and how many are not continuing by age group, gender, and if they are a student or not.

**Fitness Advisor Popularity:** Management is wondering which of the fitness advisors is getting the most clients. Calculate how many members are assigned to each advisor by member gender and age group.