📊 Fitness Dashboard – Detailed Analysis Report

1. Introduction

The **Fitness Dashboard** provides a comprehensive view of both **member health metrics** (BMI, calorie needs) and **business performance indicators** (revenue, expenses, memberships). It is designed for gyms, fitness centers, and trainers to monitor client progress, engagement, and overall organizational growth.

The dashboard is structured into four main modules:

- **Home** – Entry screen & theme selection.

- **Index** – Financial performance, memberships, and monthly trends.

- **BMI & Calorie Calculator** – Individual fitness health tracking.

- **Members** – Detailed client information and membership activity.

2. Key Performance Indicators (KPIs)

At the bottom of each dashboard, the following **business KPIs** are highlighted:

- **Members**: 100 active clients.

- **Trainers**: 20 available trainers.

- **Revenue**: 4M total revenue generated.

- **Expenses**: 1M recorded.

From these KPIs, **net profit = 3M**, showing positive financial health.

3. Dashboard Visuals & Analysis

a) Membership Insights (Members Dashboard)

- **Active vs. Expired Memberships by Age**:

  - Majority of active users fall in the **40–60 age group** (19 active, 34 expired).

  - Younger group (18–25) has the **lowest participation**, with only 9 active.

- **Gender Distribution by Age**:

  - More **males than females** in all categories.

  - 40–60 shows the **highest participation** for both genders.

- **Member Information Table**:

- Tracks **Name, Gender, Join Date, Goal (Weight Loss, Maintenance, Muscle Gain), Age, Status, Membership %, and BMI**.

  - Example: Aaron Clarke (Male, 44) – Active, BMI 33.4, Membership 72%.

Insight: Retention is strongest in middle-aged clients but needs improvement in the younger group (18–25).

b) BMI & Calorie Calculator (Health Module)

- **BMI Gauge**: Shows whether the user is underweight, normal, or overweight.

  - Example: BMI = **24.5 (Normal Range)**.

- **Calorie Results**:

  - **BMR (Basal Metabolic Rate)**: 563.87 kcal

  - **TDEE (Daily Energy Expenditure)**: 1.13K kcal

  - Calories for different goals: Maintenance, Mild Weight Loss, Weight Loss, and Extreme Weight Loss.

- **Inputs:** Age, Height, Weight, and Activity Level (Sedentary → Extra Active).

Insight: This helps trainers and members personalize **diet and workout plans** based on fitness goals.

c) Financial Performance (Index Dashboard)

- **Revenue vs. Expenses vs. Profit (Line & Bar Chart)**:

  - Shows monthly financial growth trends.

  - November saw the **highest membership growth (14 new members)**.

- **Membership Types**:

  - **Platinum**: 18 active, 15 expired

  - **Gold**: 15 active, 20 expired

  - **Silver**: 11 active, 21 expired

Insight: Platinum memberships show the **best retention**, while Silver shows the **highest dropout rate**.

d) Home Screen (Entry Module)

- Clean **visual branding** with theme selection (Green, Orange, Purple, Teal).

- Acts as the entry point to navigate between **Home, Index, BMI Calculator, and Members**.

4. Insights & Findings

- **Business Growth**: Profit margins are strong (3M), but expense management and retention improvements can further boost revenue.

- **Demographics**: Middle-aged clients (40–60) dominate memberships. Strategies are needed to attract **younger clients (18–25)**.

- **Membership Plans**: Platinum plan users are most loyal, suggesting **premium services improve retention**.

- **Health Tracking**: BMI and calorie calculators add **personal health value**, making the dashboard useful for both clients and trainers.

- **Monthly Trends**: November is peak season – promotions during other months may balance the flow.

5. Conclusion

The Fitness Dashboard successfully combines **member analytics, financial tracking, and health monitoring** into one system. It provides:

- **Business insights**: Revenue, profit, membership growth.

- **Client insights**: BMI, calorie needs, membership status.

- **Strategic insights**: Retention by age/gender, plan-wise loyalty, and seasonal growth.

This makes it a **powerful decision-making tool** for gyms and fitness centers to:

- Increase **member retention**,

- Optimize **training programs**,

- Personalize **health goals**, and

- Improve **financial performance**.