

Executive Summary – AI-Powered Fitness App Analytics

This project helps us understand how users interact with a fitness app. It gives insights into user behaviour, popular features, revenue, and churn. The goal is to help the business improve user engagement, reduce churn, and increase revenue.

Datasets Used

1. **users.csv** – Contains user info like age, gender, subscription plan, join date, churn status, etc.
 2. **activities.csv** – Shows how often users used different features (workouts, reminders, etc.)
 3. **subscriptions.csv** – Contains billing details like subscription plan, amount, start and end dates.
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Key Business Insights

1. User Churn

- A large number of users have churned (stopped using the app).
- Reducing churn should be a **top priority** because it directly affects revenue.

2. ★ Top Features Used

The 5 most used features are:

- Progress Tracking

- Meal Plan
- Reminders
- Workout Videos
- Trainer Chat

☑ These features are most liked by users and should be enhanced or promoted.

3. 📅 Subscription Plan Analysis

- Most users prefer the **Monthly** plan.
- Many **Free** users are also active — this is an opportunity to **convert** them into paid users.

4. 👥 Age Group Insights

- The most active users are from **26–45 age groups**.
- Engagement is lower in younger users (18–25), which could be improved through better onboarding or marketing.

5. 🧑 Gender Distribution

- Male, Female, and Other gender users are **fairly balanced**, showing that the app is inclusive and appeals to everyone.

6. 💰 Revenue Snapshot

- **Monthly plans** contribute the most revenue.
- Churned users represent **lost revenue**, so retention strategies can help boost income.

🛠 Tools & Skills Used

Tool	Purpose
Excel	Cleaning and formatting datasets
SQL	Writing queries to analyze churn, revenue, and engagement
Power BI	Visualizing the insights through charts, KPIs, and filters

Conclusion

This analysis helps us:

- Understand what users love about the app
- Spot areas where users lose interest
- Improve marketing and product design
- Boost customer retention and revenue

With these insights, the app team can make better business decisions and improve the overall user experience.