Fitness Club Advanced Excel Analysis

TASKS***

1. **Membership Duration in Month**
   1.1) Add a column Membership_Duration_Months to calculate how many full months a member has been active.
   We have add new column named as Member_Duration_Month, using formula =ROUND((G2-F2)/30,0), after that removing values after decimal, just to get exact active months only. **(SHEET 2)**

2. **Referral Impact**
   We have create new column named as Referred, using formula, =IF(K2="","No","Yes") we get "YES" when its referred otherwise "NO".

   After making pivot chart we have noticed that average monthly fees was greater for non-referred customer as compared with referred customers.**(Sheet3)**

3. **Revenue Calculation (Sheet4)**
   We have created new column named as Revenue using formula, =H2*L2(Monthly_Fee × Membership_Duration_Month). After creating pivot chart, we have noticed that standard membership has highest engagement in revenue.

   Creating another pivot chart on basis of revenue by cities, we have found Mumbai have highest engagement in revenue.

4. **Identify Low Engagement Member, (Sheet5)**
   Members with Attendance < 6, (highlighted by light red cell)
   Step 1: Select the Range
   Select the range of cells you want to format.

   Step 2: New Rule
   Go to the "Home" tab, click on "Conditional Formatting", and select "New Rule".

   Step 3: Use a Formula
   Choose "Use a formula to determine which cells to format".

   Step 4: Enter the Formula
   Enter the formula: =($I2<8)

   Step 5: Format
   Click "Format" to choose the highlighting format you want to apply.

   Step 6: Apply
   Click "OK" to apply the rule.

AND whose Membership_Duration_Months >= 6, (highlighted by yellow cell)
Step 1: Select the Range
Select the range of cells you want to format.

Step 2: New Rule
Go to the "Home" tab, click on "Conditional Formatting", and select "New Rule".

Step 3: Use a Formula
Choose "Use a formula to determine which cells to format".

Step 4: Enter the Formula
Enter the formula: =($L2>=6)

Step 5: Format
Click "Format" to choose the highlighting format you want to apply.

Step 6: Apply
Click "OK" to apply the rule.

These are long-term but inactive users—flag them. (highlighted by red cell)
we create a new column named as RED FLAG ,Long-term but inactive user, using conditional formatting,
Step 1: Select the Range
Select the range of cells you want to format.

Step 2: New Rule
Go to the "Home" tab, click on "Conditional Formatting", and select "New Rule".

Step 3: Use a Formula
Choose "Use a formula to determine which cells to format".

Step 4: Enter the Formula
Enter the formula: =AND($L2>=8, $L2>=6)

Step 5: Format
Click "Format" to choose the highlighting format you want to apply.

Step 6: Apply
Click "OK" to apply the rule.

5. **Segment Profitability Dashboard (Sheet 7)**
   Uncheck gridlines, then merge the cell for title of the dashboard.
   5.1) Which City + Membership Type + Referral combinations are most profitable?
   City = Mumbai
   Membership Type = Standard
   Referral = No

5.2) What is the average revenue per member across different segments?.

Using pivot chart and table we can put total_revenue in value field setting , and membership_type and cities in axis category , referred column in legend(series), name of the customer in the filter area.

5.3) Where should PowerFit focus its marketing or referral programs?

PowerFit should focus on marketing instead of referral program, as you can see in pie chart, that 61% of total revenue generated by non-referral programs.

6. **Gender & Age Distribution (Sheet 8)**

Creating new column named as Age_group using formula,
=IFS(C43<=30, "Youth", C43<=45, "Adult", TRUE, "Seniors")

6.1) Gender-wise count of members per city

Creating pivot chart city column on axis category, gender on legends(series), count of customers in value field.

6.2) Age distribution across Membership Types?

Creating a pivot chart, count of customers in value field, age group in column field, membership_types in rows,