# Fitness Club Advanced Excel Analysis

TASKS\*\*\*

1. **Membership Duration in Month** 
   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)**

1. **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)**

1. **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.

1. **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.

1. **Segment Profitability Dashboard (Sheet 7)**

**Uncheck gridlines, then merge the cell for title of the dashboard.**

* 1. **Which City + Membership Type + Referral combinations are most profitable?**

**City = Mumbai**

**Membership Type = Standard**

**Referral = No**

* 1. 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.

* 1. 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.

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

Creating new column named as Age\_group using formula,

=IFS(C43<=30, "Youth", C43<=45, "Adult", TRUE, "Seniors")

* 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.

* 1. **Age distribution across Membership Types?**

**Creating a pivot chart,** count of customers in value field, age group in column field, membership\_types in rows,