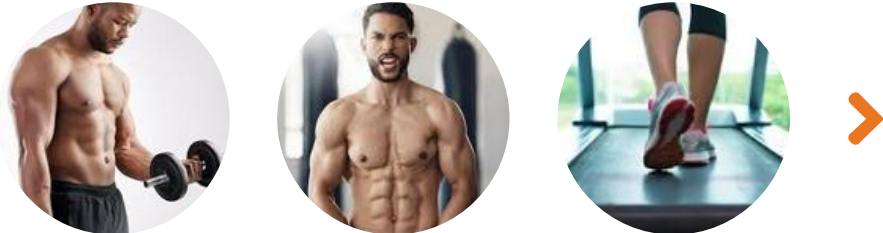


FITNESS & WELLNESS APP USER INSIGHTS REPORT



\$1.5M

Revenue in 2023

+12K

Active Members

200+

Classes Booked

Start Presentation 





Content Overview

01 Agenda

02 Dataset Overview

03 User Demographics

04 Activity Patterns (common activities, duration, calories)

05 Device & City Insights

06 Subscription Plan & Loyalty

07 Monthly Trends & Revenue

08 Deep-Dive Findings (top users, ratings, loyalty)

09 Key Insights

10 Recommendations & Thank You

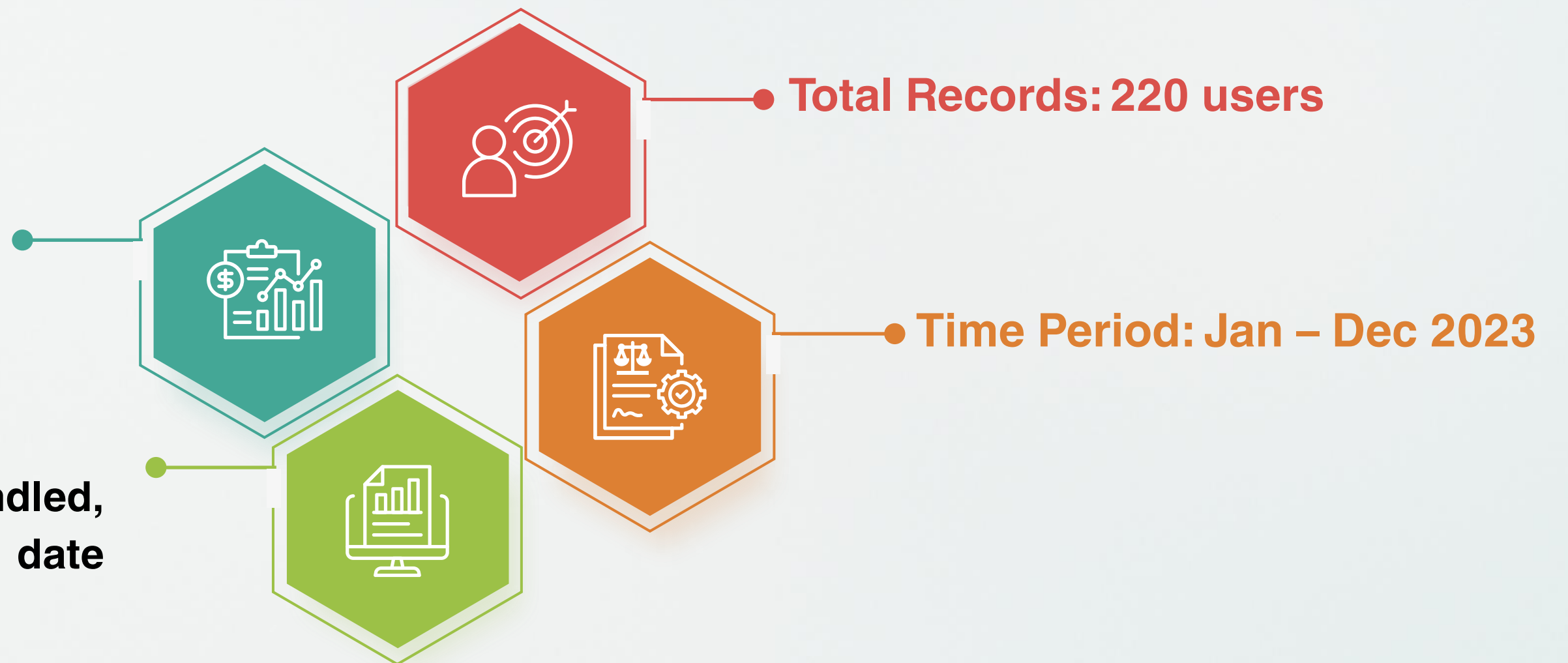
Dataset Overview

Key Columns:

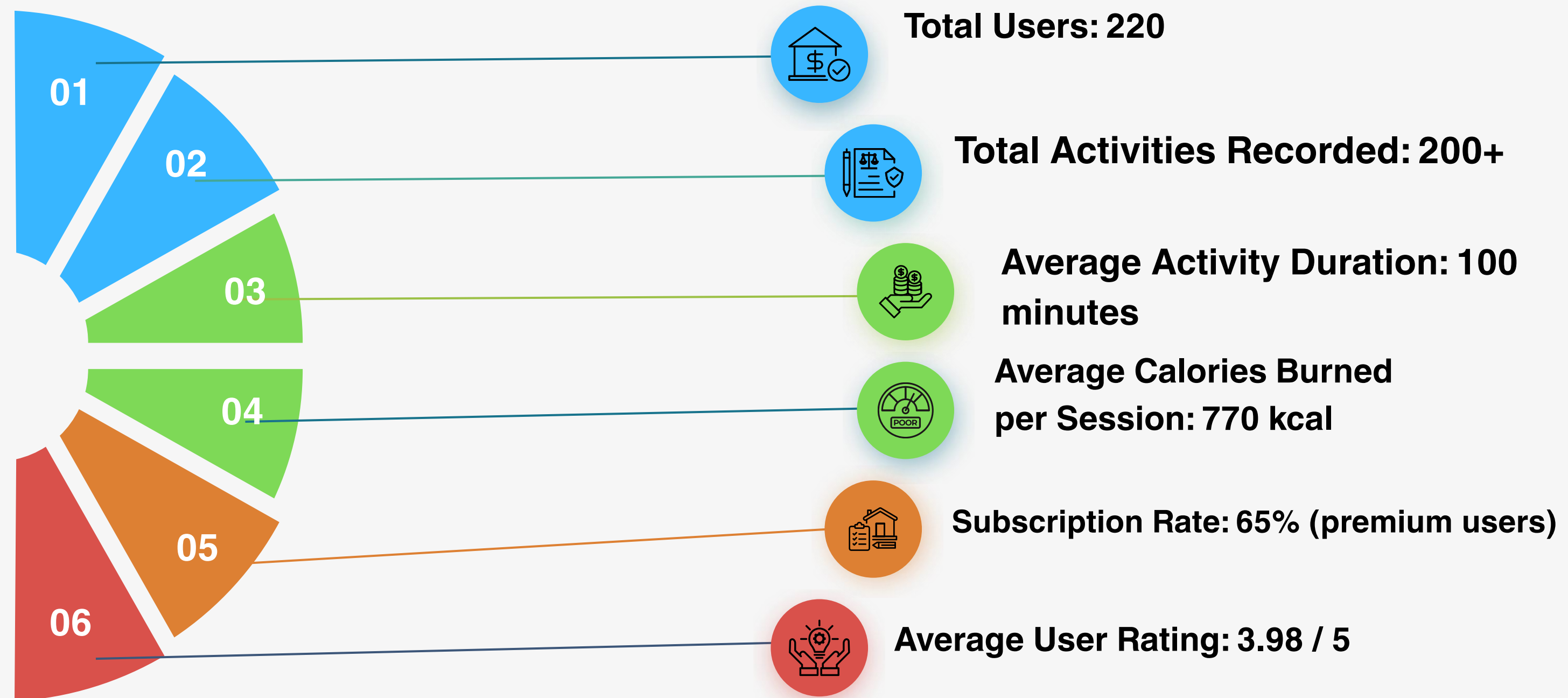
User ID, Age, Gender, City,
Activity, Duration, Calories,
Subscription, Device, Rating

Data Cleaning:

Missing values handled,
duplicates removed, date
formatted

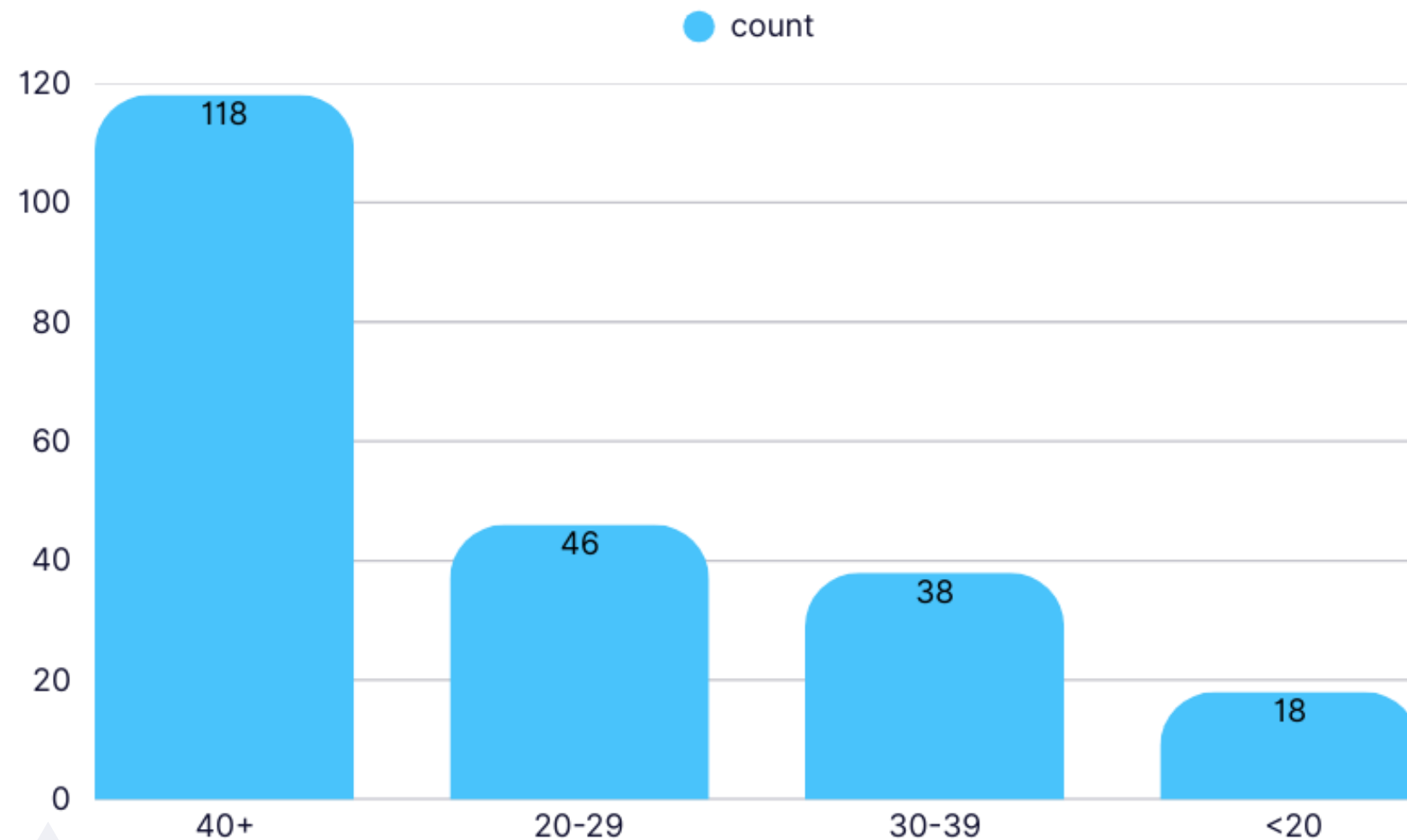


Key Performance Indicators (KPIs)



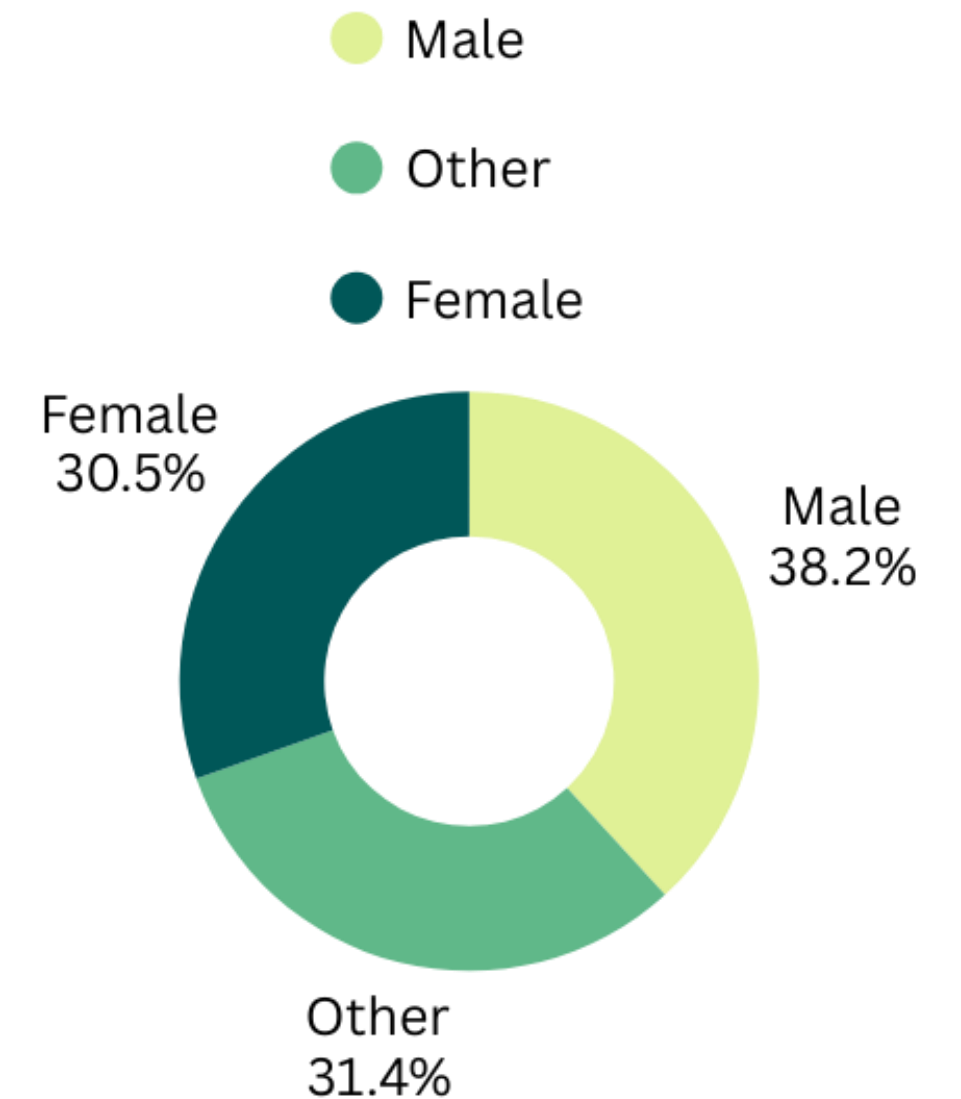
Demographics Breakdown – Age & Gender

Age Distribution



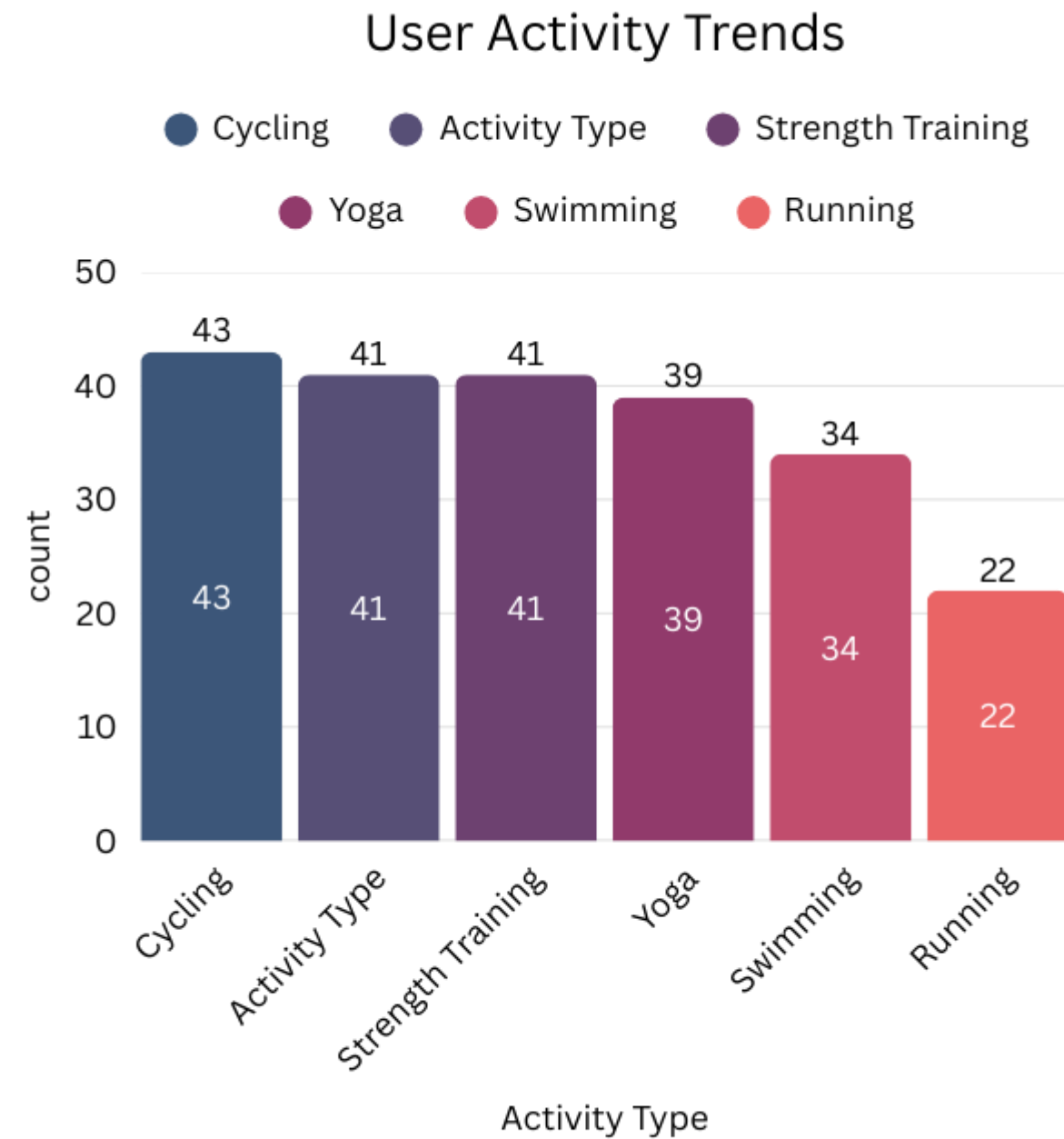
“Majority of users are young adults (18–35), with balanced gender representation.”

Gender Distribution





User Activity Trends

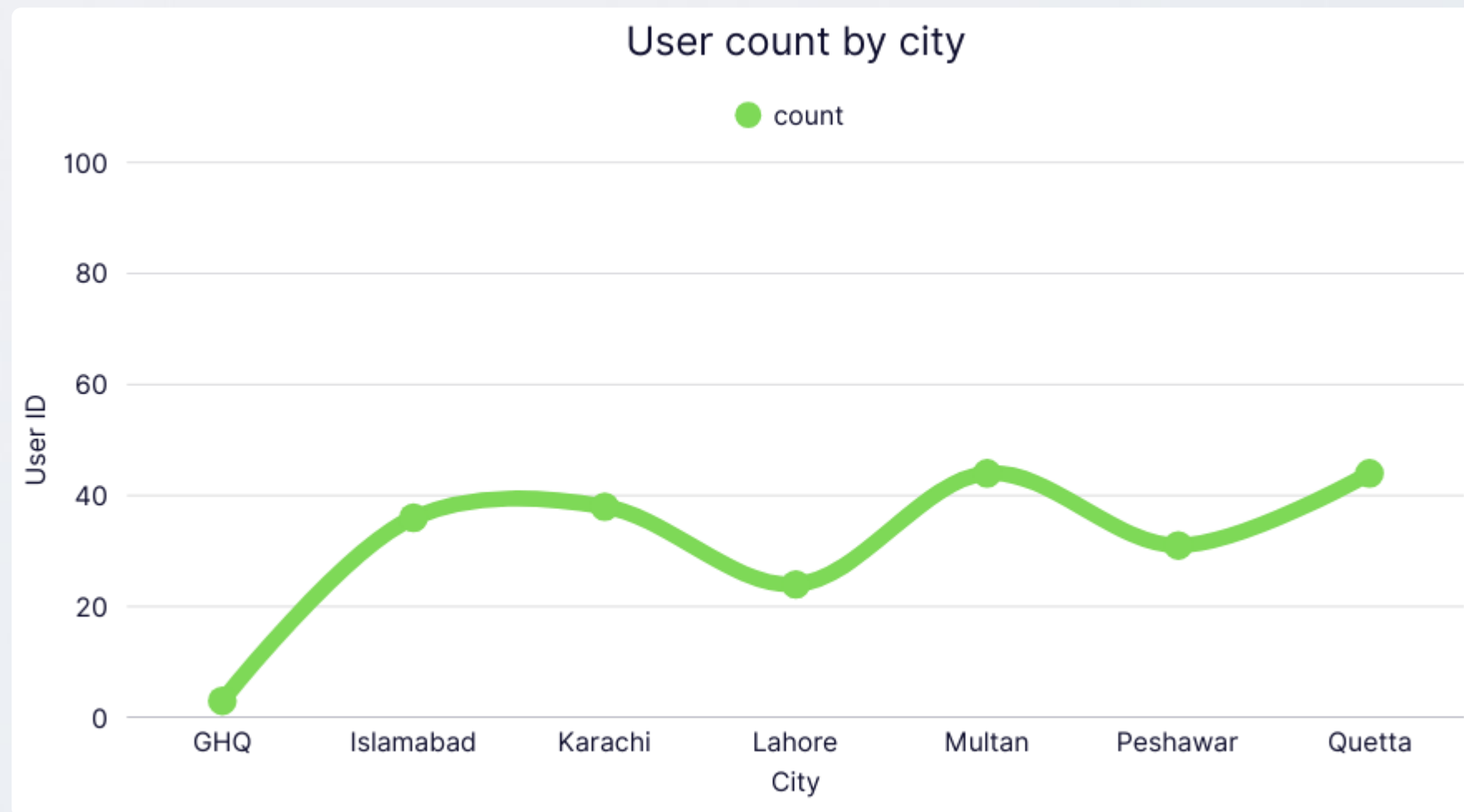
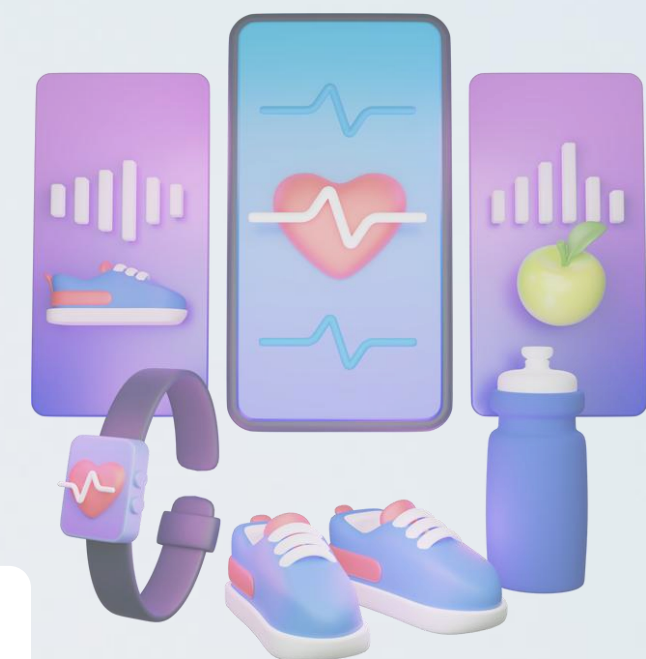


- “Cycling and Strength Training are the most popular activities.”
- “Running shows the lowest participation among users.”

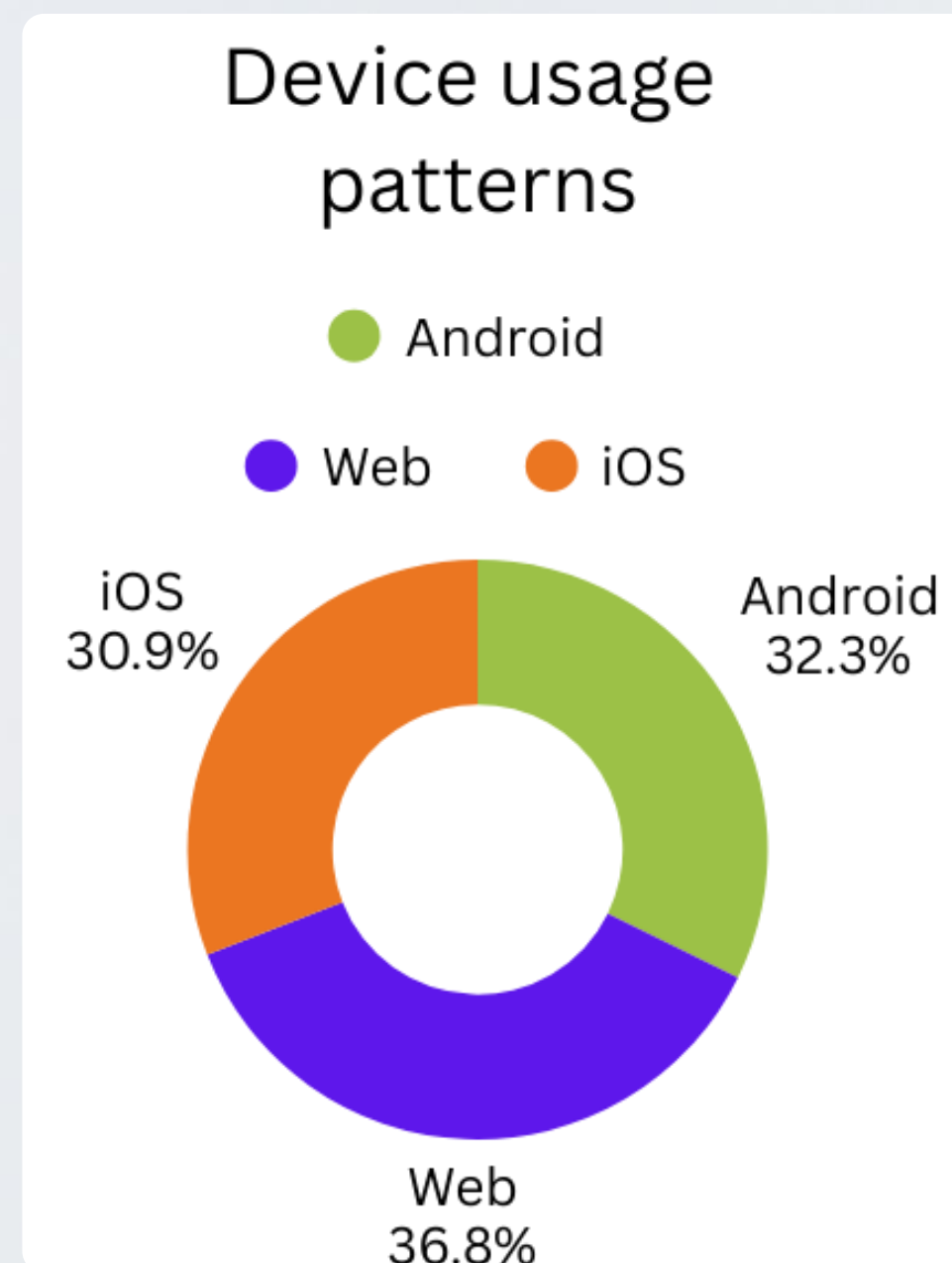




User Demographics & Device Usage



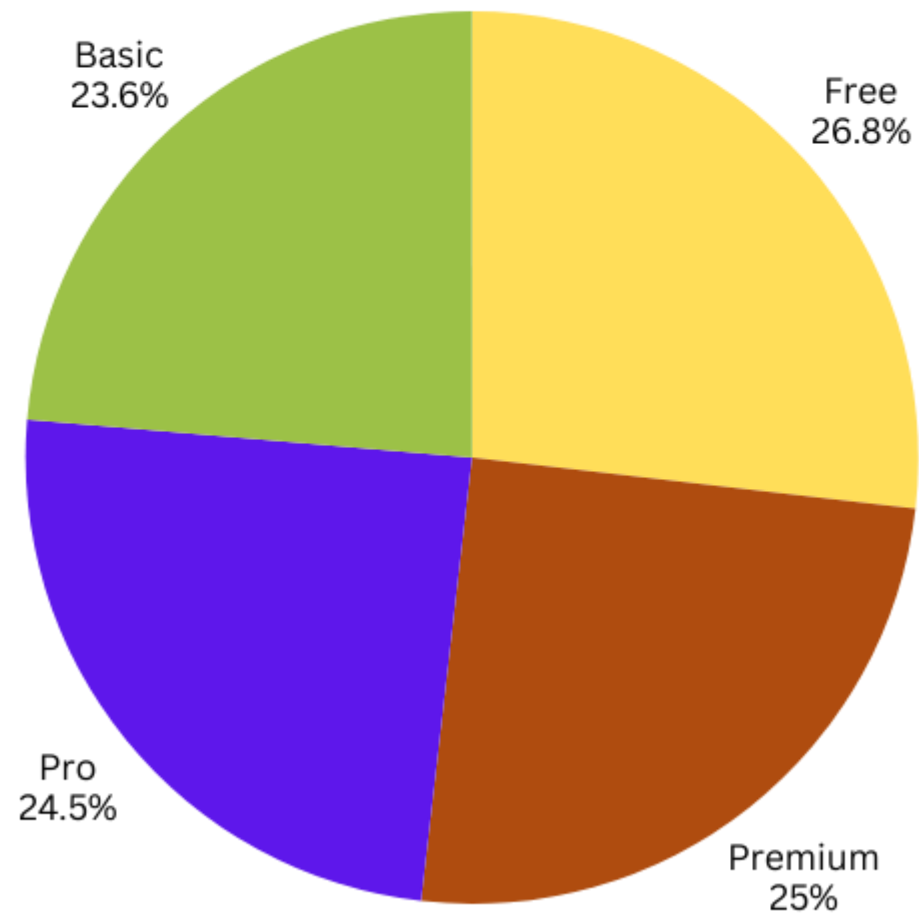
- “Most users access the platform via Web (36.8%).”
- “User base is strongest in Islamabad and Quetta, with moderate engagement in other cities.”



Subscription Plan & Loyalty

Trend based on subscription

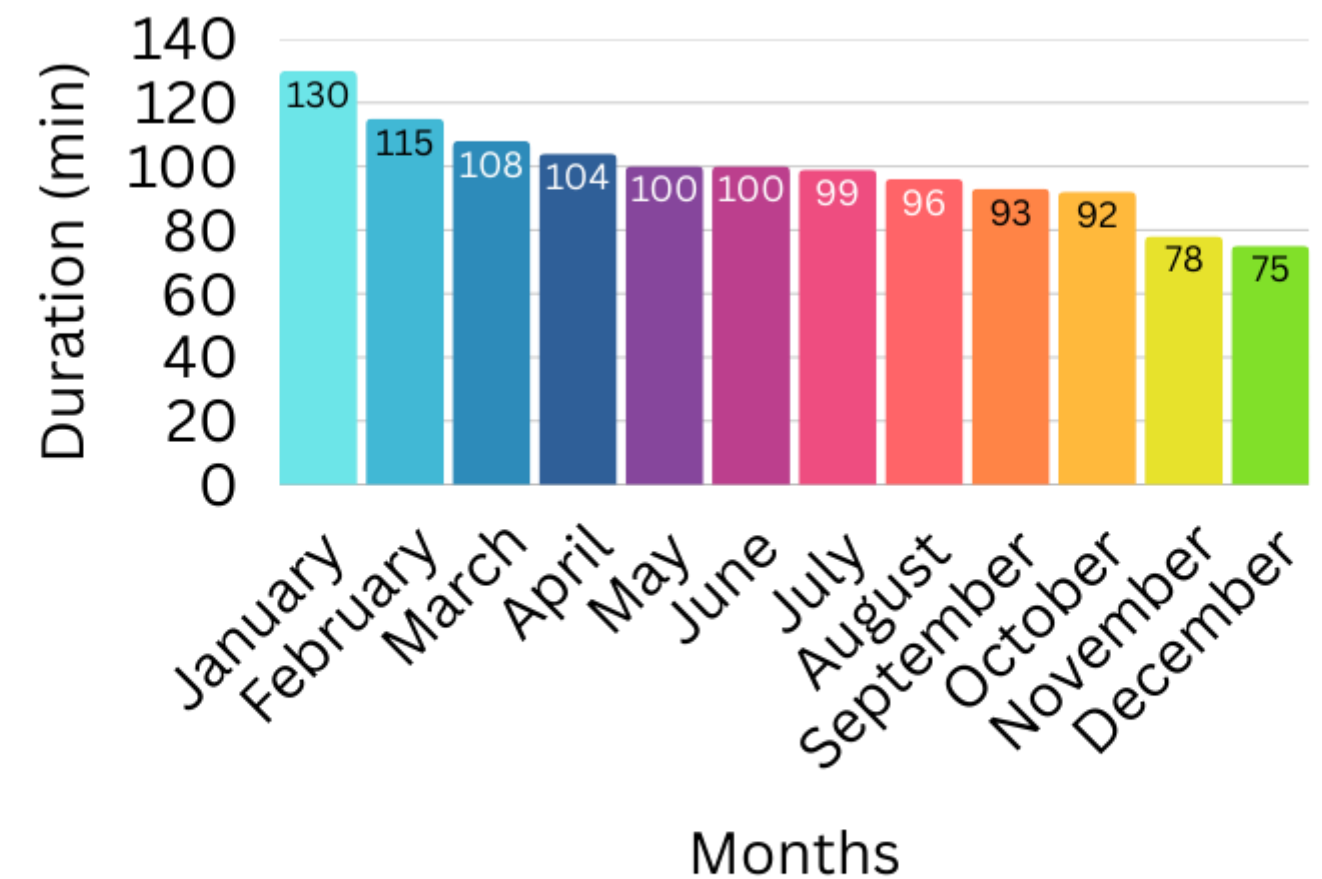
Free Premium Pro Basic



- “Premium and Pro users show the highest retention (longer subscription months).”
- “Free users dominate in count, but upgrade potential is high.”
- “Pro plan contributes the most to revenue consistency.”

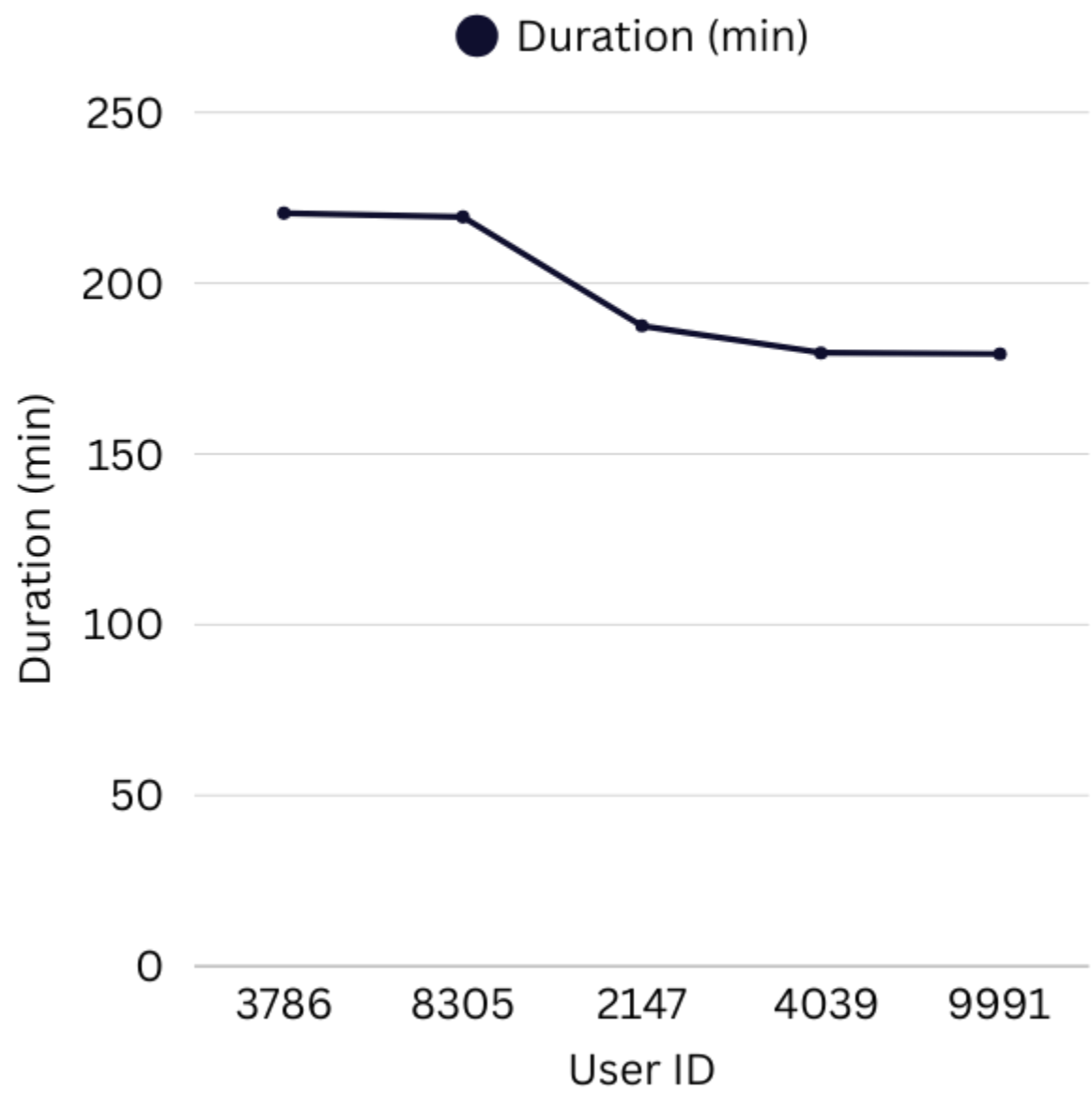
Average subscription duration

January February
March April May
June July August
September October
November December



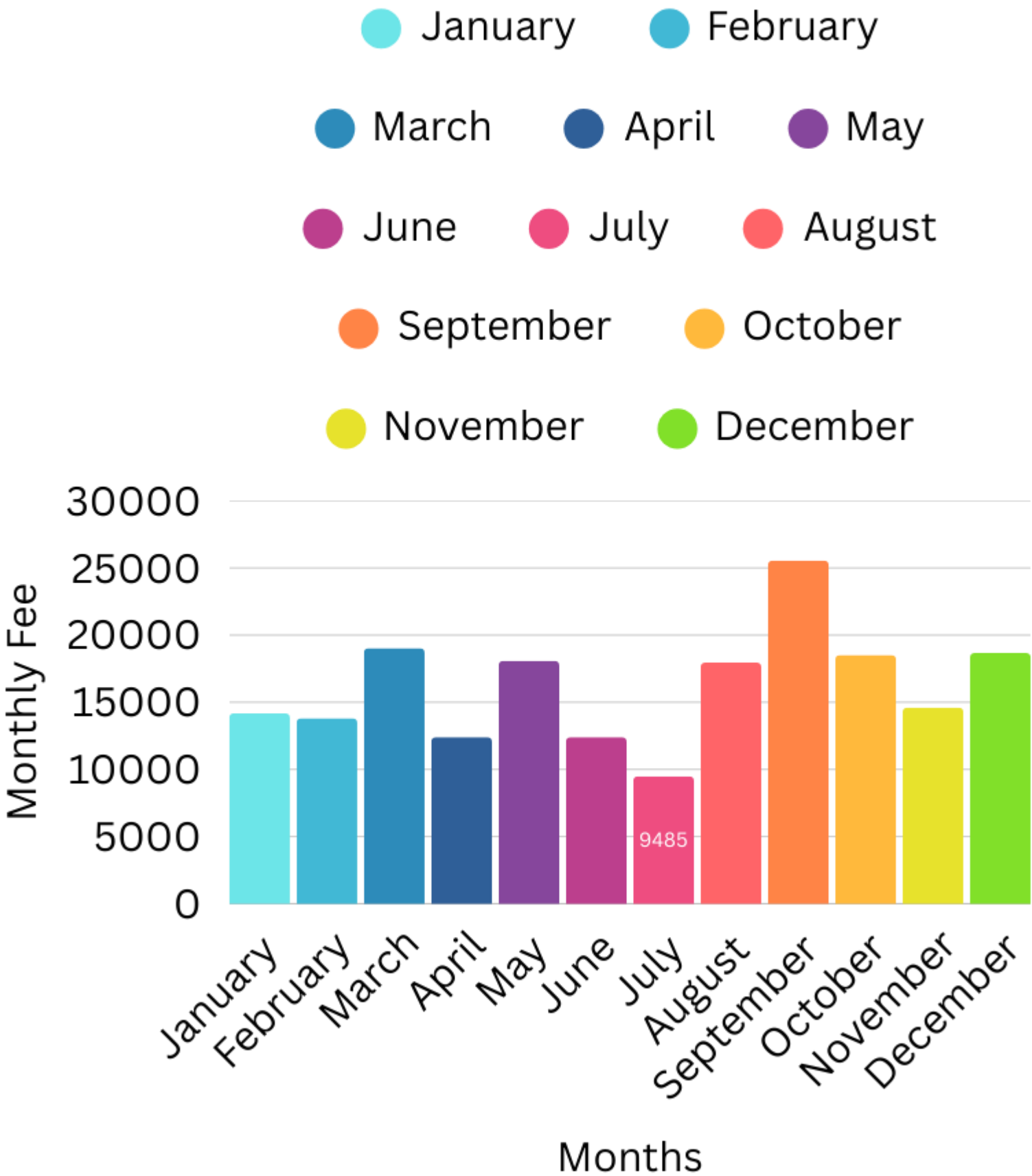
Monthly Trends & Revenue

Monthly active users trend




- “User activity shows seasonal spikes (e.g., Jan, Jun, Sep).”
- “Revenue aligns with Premium/Pro subscriptions, growing steadily.”
 - “Drop-off in certain months highlights need for re-engagement campaigns.”

Monthly Revenue



Key Insights



- 
- Majority users are young adults (20–39 yrs).
 - Free plan dominates, but Premium/Pro users drive revenue.
 - Running, Walking, and Yoga are the most popular activities.
 - Weekends show higher calories burned than weekdays.
 - Seasonal spikes in activity observed in January & June.

Recommendations for Growth



1. Increase Workout Participation

- Introduce challenges & leaderboards.
- Gamify workouts with badges & rewards

2. Encourage Subscription Upgrades.

- Offer discounts on Premium/Pro for active Free users.
 - Add exclusive workouts for paying members

3. Improve User Retention

- Personalized push notifications for inactive users.
- Seasonal campaigns (e.g., “Summer Fitness Challenge”).



THANK YOU

“Together, let’s make fitness a lifestyle.”