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| **Objectives:**  **The company that would be analyzed in this visual storytelling assignment would be Planet Fitness. Planet Fitness is an American franchisor and operator of fitness centers that operates in North America. The objective of this visual storytelling is to portray the relationship between newly acquired members and Planet Fitness’s debt over the past five years. One would imagine that as a company’s revenue increase, then its only right that their debt also decrease as more money from new people should mean decrease the need to borrow to finance the company.** | **Dashboard:**  **Chart, line chart  Description automatically generated** | **Results / Takeaways:**  **After creating my dashboard using my key performance metrics I was able to deduce that although over the past years there has been a dramatic increase in the amount of new customers to the planet fitness organization, the organization is still being plugged in debt as the years go by and this is evident in their retained earnings. Their retained earnings has also been on the decline over the past years, meaning once they have paid their shareholders out of the total revenue, they are in debt meaning they tend to spend more than they receive. I also included Planet Fitness’s physical assets in my dashboard, and it shows that they tend to spend more money on Leasehold building improvements and gym equipment.** |
| **Key Performance Metrics:**  **The key performance metrics for this visual story would be customer receivables in order to measure how much is being received from customers, this metric would allow us to know whether there has been an increase or decrease of new memberships. The second metric would be properties/equipment, and this allows us to measure how the company is growing in terms of its assets. The third key performance metric would be total debt which shows us how much is owned to foreign entities each year as a result of borrowing. The last key performance metric would be retained earning which shows the amount of net income left over for the business after it has paid its dividends from their revenue to its shareholders.** |