

Gym Member Analysis Report (Tableau)

Key analysis:

- i. **Calories Burned vs. Session Duration:** Segmented by experience level, gender, workout type, and age group (Young, Mid-age, Old).
- ii. **Session Duration by BMI:** Shows session length in relation to BMI.
- iii. **Fat Percentage Distribution:** Overview of fat percentage across demographics.
- iv. **Average Fat Percentage by Experience:** Breaks down average fat percentages by experience level.
- v. **Male-Female Ratio:** Displays the proportion of male to female members.
- vi. **Experience Level Ratio:** Shows distribution across beginner (1), intermediate (2), and advanced levels (3).
- vii. **Age Group Ratio:** Indicates membership by age groups.
- viii. **Key Metrics:**
 - o Average calories burned, fat percentage, session duration, BPM, BMI, and water intake.

Filters include age group, experience level, gender, and workout type.

Key Insights:

- i. **BMI:** Female members have a lower average BMI compared to male members.
- ii. **Water Intake:** Experienced members and male members tend to have higher water intake.
- iii. **Fat Percentage:** Experienced members generally show a lower fat percentage, while female members have a higher fat percentage on average.
- iv. **Session Duration:** Session length appears more impactful on calories burned than workout type.

- v. **Calories Burned:** Male members tend to burn more calories per session.
- vi. **Experience and Session Duration:** Experienced members typically engage in longer session durations.