GYM PERFORMANCE DASHBOARD

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Project Overview

➢ The objective of this project is to analyze gym performance data and create an interactive dashboard that provides insights into:

Member attendance trends

Workout preferences

Demographic behavior

Membership type distribution

This dashboard helps in understanding overall gym engagement and supports data-driven decision-making.

Tools & Techniques

Tools Used:

- Tableau Public – for interactive dashboard creation and data visualization

- Microsoft Excel – for data cleaning and basic preprocessing

Techniques Applied:

- Data cleaning and transformation

- KPI creation using calculated fields

- Use of filters for interactive data exploration

- Dashboard layout design and data storytelling

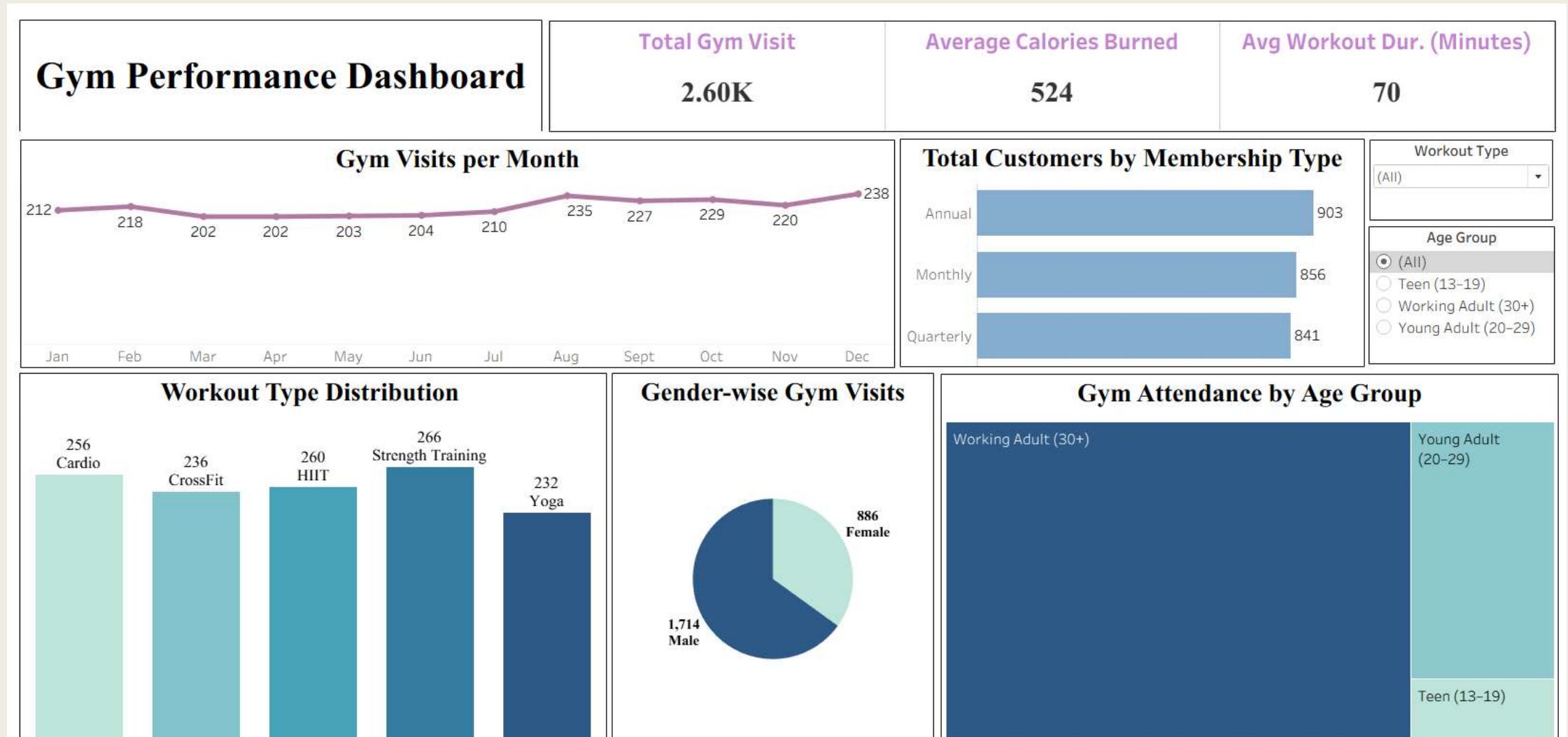# Dataset Description

The dataset includes:

- Member Gender

- Age Group

- Workout Type

- Membership Type

- Calories Burned

- Workout Duration

- Visit Date / Month

The data was cleaned and transformed to ensure accuracy and consistency before visualization.
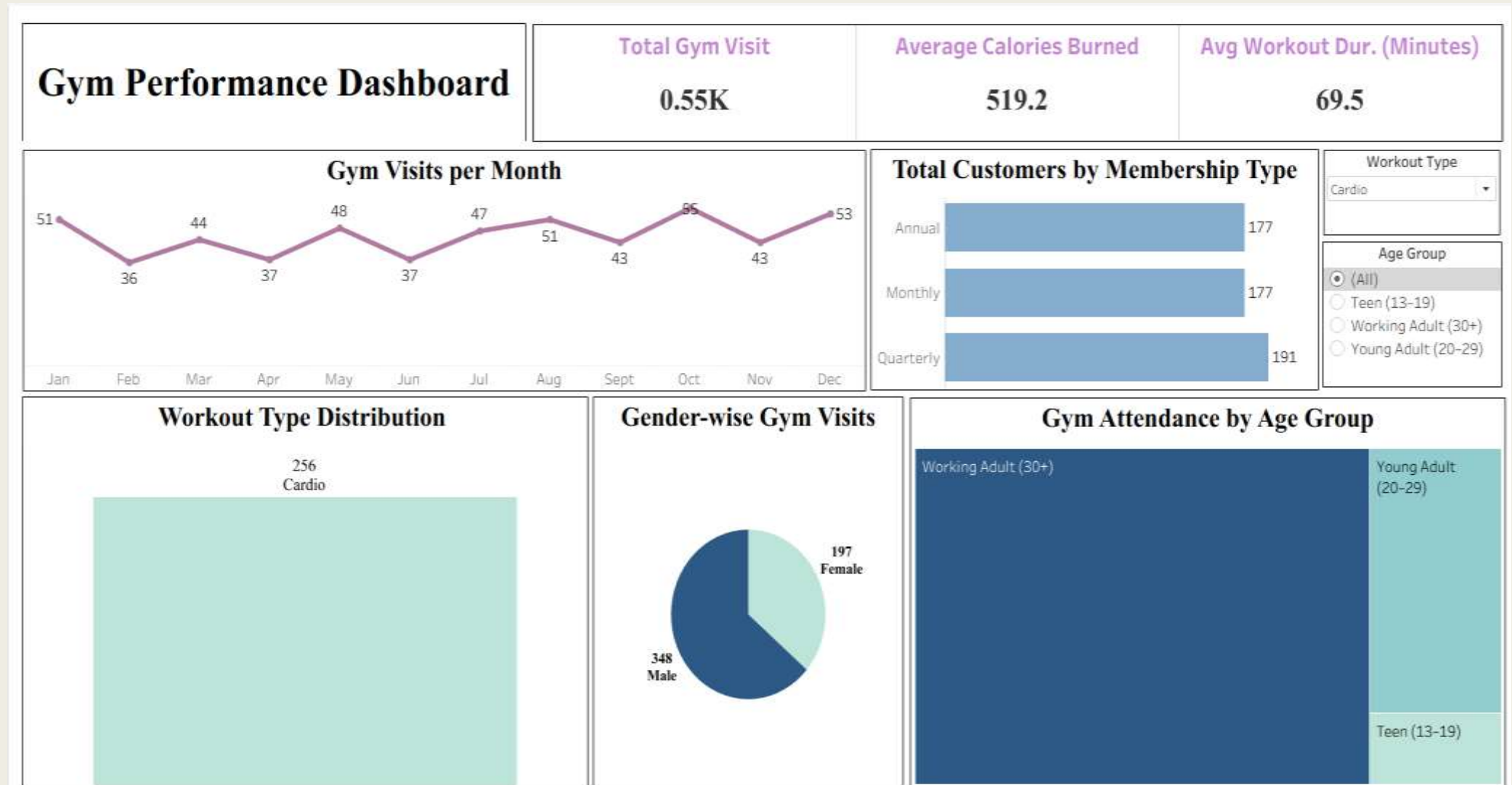
Problem Statement

- Fitness centers collect large volumes of data related to member visits, workout activities, demographics, and memberships. However, this data is often scattered and difficult to analyze, making it challenging for gym owners and managers to gain clear insights.

- The objective of this project is to transform raw gym data into an interactive and visually intuitive dashboard using Tableau Public, enabling stakeholders to track gym performance, understand member behavior, identify workout trends, and support data-driven decision-making.

Dashboard

Using Filter

Future Scope

➢ Integrate real-time or live gym data for continuous performance monitoring

➢ Add revenue and membership renewal analysis for better business insights

➢ Include customer retention and churn analysis

➢ Track trainer performance and class-wise attendance

➢ Enhance dashboard using advanced parameters and drill-down features

➢ Expand analysis by comparing multiple gym branches

➢ Use predictive analytics to forecast gym visits and member engagement

Conclusion

■ This project successfully demonstrates how raw gym data can be transformed into meaningful and actionable insights using data visualization. The interactive dashboard provides a clear understanding of gym performance, member demographics, workout preferences, and attendance trends.

■ By leveraging Tableau Public, this project supports data-driven decision-making and highlights the importance of effective dashboard design and data storytelling in business analytics.

THANK YOU