

Answer Sheet: Advanced Fitness Membership Assignment

Q1. Membership Duration:

- A new column 'Membership_Duration_Months' is calculated from Start and End Date.

Q2. Referral Impact:

- Average Monthly Fee is higher for members referred by someone.
- Pivot Table used to show Referred = Yes vs No.

Q3. Revenue Calculation:

- 'Total_Revenue' calculated as Monthly_Fee * Duration.
- Revenue broken down by City and Membership Type.

Q4. Low Engagement Members:

- Members with Attendance < 10 and Membership Duration >= 6 months are flagged.

Q5. Dashboard:

- Suggested setup using PivotCharts and Slicers (City, Membership Type, Referral).
- Excel interactive only, not available in static view.

Q6. Gender & Age Distribution:

- Pivot 1: Gender per City.
- Pivot 2: Youth (<25), Adult (25-44), Senior (45+) by Membership Type.