

Slide 1 – Title & Occasion

Fitness Dashboard – A Power BI End-to-End Analysis

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Special Note: Celebrating India's 79th Independence Day – A Strong Nation Needs Strong Citizens

“On this memorable day, I dedicate my project to the message – If we are strong, our nation is strong.”



Slide 2 – Business Problem

Addressing the Core Challenges in Fitness Analysis

Problem Statement:

- Fitness companies and wellness centres struggle to analyse workout habits, calorie burn, BMI, and hydration levels effectively.
- Lack of actionable insights leads to generic fitness programmes, poor engagement, and lower client retention.

Objective:

- Build an interactive dashboard to analyse workout patterns, calories burned, heart rate metrics, and hydration trends for better decision-making.

Our Approach to Building the Fitness Dashboard



Data Understanding & Cleaning

Removed inconsistencies, handled missing values.



Data Transformation

Aggregated workout stats, age groups, and performance metrics.



KPI Identification

- Average days/week per workout type
- Avg calories burned/hour
- BMI, fat percentage, heart rate stats, water intake



Power BI Development

- Created calculated measures (DAX)
- Applied slicers for experience levels
- Used charts: Donut, bar, scatter plots for insights



Testing & Validation

Ensured dashboard accuracy & interactivity.

Unveiling Key Fitness Trends

User Distribution

569 total users; Yoga (154), Strength (148), Cardio (141), HIIT (126)

Calories Burned

Cardio burns highest per hour (235.18 kcal/hr)

Workout Frequency

HIIT users train most (3.56 days/week)

Fat Percentage

Strength training participants have highest fat % share (26.38%)

Heart Rate

Strength shows highest Avg_BPM (147.78)

Hydration

All age groups average 2.6–2.7 litres/day

Driving Business Growth Through Data-Driven Fitness

Industry Relevance:

- Helps gyms, trainers, and wellness brands design targeted fitness programmes
- Supports personalised coaching & nutrition planning
- Tracks client engagement and health metrics
- Encourages data-driven decision-making

