**PROJECT CHARTER DRAFT Status: PENDING**

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| **GENERAL PROJECT INFORMATION** | |  |  |  |
| **COMPANY NAME** | 24/7 Fitness |  |  |  |
| **PROJECT NAME** | Fitness Membership Management and Engagement Tracking System | |  | | --- | |  | |  | **IMPORTANT REMINDER**  Fill in this document to the best of your abilities. This is your project, so you can make things up! |
| **PROJECT SPONSOR** | Alyson Downs (CVTC Instructor) |  |  |  |
| **PROJECT MANAGER** | Vanessa Lor |  |  |  |
| **EMAIL ADDRESS** | [vlor12@student.cvtc.edu](mailto:vlor12@student.cvtc.edu) |  |  |  |
| **PHONE NUMBER** | 715-308-1925 |  |  |  |
| **EXPECTED START DATE** | 10-21-2024 |  |  |  |
| **EXPECTED COMPLETION DATE** | 11-03-2024 |  |  |  |
| **DESCRIBE THE PROBLEM OR ISSUE, GOALS, OBJECTIVES, AND DELIVERABLES OF THIS PROJECT** | | | | |
| **PROBLEM OR ISSUE** | The gym already has member, attendance, class, and training data available. However, there is no system in place to analyze and generate actionable insights from this data. Without an analytical tool, the gym struggles with inefficient resource allocation, limited engagement insights, and suboptimal scheduling decisions. | | | |
| **PURPOSE OF PROJECT** | The purpose of this project is to leverage existing gym data and create a reporting and data visualization system. This system will help gym management optimize class schedules, enhance member engagement, and efficiently allocate resources based on data insights. | | | |
| **PRIMARY OBJECTIVES** | * Utilize the available gym data to populate a relational database. * Generate reports to analyze class popularity and member engagement. * Build an interactive dashboard to display attendance trends and resource usage insights. | | | |
| **GOALS / METRICS** | * Increase class attendance by 10% within the first quarter. * Improve member retention by 15% over 6 months based on engagement insights. * Reduce resource waste (e.g., underused class times) by 20% using data-backed decision-making. | | | |
| **EXPECTED DELIVERABLES** | * A functional relational database containing member attendance, class participation, and personal training session data. * Two reports: * Detailed Attendance Analysis Report * Summary of Classes and Instructors Report * An interactive dashboard providing key visual insights such as total check-ins, class registrations, and trainer utilization. | | | |
| **DEFINE THE PROJECT SCOPE AND SCHEDULE** | |  |  |  |
| **WITHIN SCOPE** | * The scope includes developing a reporting and dashboard system that leverages existing gym data. The system will track attendance, class participation, and personal training sessions, generating insights that inform operational decisions. | | | |
| **OUTSIDE OF SCOPE** | * The project will not include payment processing or membership fee tracking. | | | |
| **TENTATIVE SCHEDULE** | **KEY MILESTONE** | **START** |  | **COMPLETE** |
|  | Decide Project Topic / Preliminary Review of Data / Set Scope | 10/21/2024 |  | 10/21/2024 |
|  | Define Database / Create ERD | 10/22/2024 |  | 10/23/2024 |
|  | ETL Phase | 10/24/2024 |  | 10/25/2024 |
|  | Populate Database | 10/26/2024 |  | 10/26/2024 |
|  | Report Phase | 10/27/2024 |  | 10/30/2024 |
|  | Dashboard Phase | 10/31/2024 |  | 11/03/2024 |
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| **DEFINE THE PROJECT RESOURCES AND COSTS** | |  |  |  |
| **PROJECT TEAM** | Vanessa Lor (Solo) | | | |
| **SUPPORT RESOURCES** | Since the data is already available, the project will mainly require tools for data visualization and report generation (e.g., Power BI, Tableau) and resources for database hosting and processing. | | | |
| **SPECIAL NEEDS** | Access to existing member data and management software. | | | |
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| **DEFINE THE PROJECT BENEFITS AND CUSTOMERS** | | | | |
| **PROCESS OWNER** | Gym management. | | | |
| **KEY STAKEHOLDERS** | Gym management, fitness instructors, gym members. | | | |
| **EXPECTED BENEFITS** | * Improved data-driven decision making for gym management. * Optimized class schedules based on member activity. * Increased member engagement and retention. * More efficient allocation of gym resources (e.g., instructors, equipment). * Enhanced member satisfaction through tailored services. | | | |
| **DESCRIBE PROJECT RISKS, CONSTRAINTS, AND ASSUMPTIONS** | |  |  |  |
| **RISKS** | * Data quality issues (inconsistencies or missing data). * Technical challenges related to integration or tool compatibility. * Usability concerns for reports and dashboard. * Potential timeline delays during report and dashboard development. | | | |
| **CONSTRAINTS** | * Time constraints with a tight project deadline. * Limited technical resources and tool dependencies. * Restricted access to advanced data processing tools if licensing is an issue. | | | |
| **ASSUMPTIONS** | * The data provided is complete and accurate for use. * Consistent access to data throughout the project. * Gym management will actively participate and provide feedback. * No major scope changes after initial approval. | | | |
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| Prepared by: | Vanessa Lor | Date: |  | 10/21/2024 |