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Athlete Reports

Laura Gibson - 2026-05-14 - [Reports](#)

Seven reports on the Kilo Dashboard assist you in tracking your athlete statuses. These reports can be expanded by clicking on that section of the Dash. There, they can be further filtered and exported.

Athlete reports in Kilo are generally based on the number of athletes with the "Member" status on any given date. The exception being the Total vs. Paying Members reports, which we'll explain further below.

- To avoid having these reports impacted by short-term visitors, be sure to give those athletes the status "Visitor" rather than "Member."
- To keep your Total Members and Canceled MTD report accurate, remember to update canceled members to "Alumni" or to allow your package end date to do so automatically.

In August 2024, the Kilo team added the status Trial to the Kilo system. Trial members may represent those athletes purchasing a short-term, front-end offer from which they may or may not roll into an ongoing membership at your gym. If you don't offer trials, this status may also be useful for those in your Foundations or OnRamp program if you do not yet consider these prospects "Won" or full members of your gym.

Dashboard

Business Metrics						July 2024	
ARM TOTAL	ARM PAYING	CHURN	AVERAGE CHURN	ESTIMATED LEG	AVERAGE LTV		
\$112.22	\$115.10	5.56%	4.44%	22.51 Months	\$2,591.37		
Accounting			Payments				
TOTAL REVENUE MTD	UPCOMING REVENUE AUG	PENDING	TOTAL AMOUNT	PAST DUE	TOTAL AMOUNT		
\$3,574.35	\$731.25	1	\$118.00	322	\$65,243.03		
Athletes							
TOTAL MEMBERS	PAYING MEMBERS	NEW MEMBERS MTD	CANCELLED MEMBERS MTD	MISSING MEMBERS			
47	46	5	0	47			
ATHLETES ON HOLD	ATHLETES AT RISK	REACTIVATED MEMBERS MTD	NEW TRIAL MTD	CANCELLED TRIAL MEMBERS MTD			
0	1	3	1	0			
Package Revenue MTD			Package Category Revenue MTD				

The ten Athlete reports are:

- Total Members
- Paying Members
- New MTD (Month-to-Date)
- Cancelled Members MTD

- Missing Members
- Athletes On Hold
- Athletes At Risk
- Reactivated Member MTD
- New Trial MTD
- Cancelled Trial Members MTD

Total Members

- When you click on the Total Members section of the Dash, the detailed report will open.
- The report, at standard, will report on those with the status "*Member*" or "*Non-Paying Member*" on the current day.
- Use the date selector to change to another date.
- When going back in time, you may notice a listed contact whose Current Status is *not* "Member." or "Non-Paying Member." This means that on the date you selected, this person was a member, but their status has since changed.

< Total Members 41 ?				July 17, 2024		
	Member					03/22/2023
	Visitor					02/06/2024
	Member					10/02/2022
	Member					04/03/2024
	Member					09/07/2023
	Member					03/11/2024

- Export your member list using the printer icon in the upper right corner of the screen.

< Total Members 41 ?				July 17, 2024		
	Member					03/22/2023
	Visitor					02/06/2024
	Member					10/02/2022
	Member					04/03/2024
	Member					09/07/2023
	Member					03/11/2024

Paying Members MTD

- This report is very similar to the Total Members MTD report explained above.
- The Paying Members report, however, displays *only athletes with the status "Member"* - those with the status "*Non-Paying Member*" are excluded.

New Members MTD

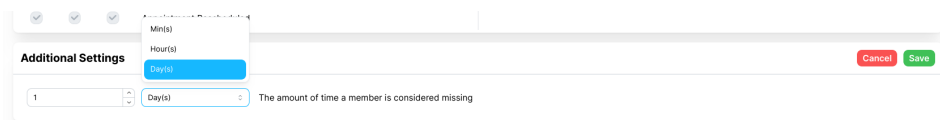
- The New Members report will show you all the athletes who have received the "Member" status *for the first time* in the current month.
- As in the Total Member report, if an athlete received and lost the "Member" status in the same month their Current Status may be something other than "Member" when the report is checked.
- You can use the date selector to pick new start and end dates if desired.
- Members who once had the Alumni status (recaptured members) *will not* be displayed in this report. A future feature is planned to display metrics for recaptured members.

Cancelled Members MTD

- The Cancelled MTD report will show you the athletes who have received the "Alumni" status in the current month or timeframe selected on the date picker.

Missing Members

- The Missing Members report shows members "missing in action" - those who have not checked in to an event on the Schedule for the number of days you've indicated in the account Settings.
- Update the number of days by:
 - Clicking on the admin name in the lower left of the screen
 - Select "Settings"
 - Scroll to the Additional Settings
 - Edit the timeframe for "The amount of time a member is considered missing." Both the number and the minutes/hours/days can be adjusted.



- Save your changes.

Athletes On Hold

- Click on the "On Hold" box to open the report of Members who currently have a package on hold.
- Member information is available on this report, along with package information, hold start and end dates, and the hold reason, if applicable.

Athletes At Risk

- The At Risk report will display the number of currently active athletes without a package on or after a date 2 week from today.
 - The At Risk report can help you particularly track Members with non-renewing or one-time packages. You may want to touch base with these Members regarding a new purchase before their membership ends.
- When you click the At Risk box, the full report will open.
- On the report page, you can adjust the date range to any date beginning tomorrow (the next day)

Reactivated Members MTD

- The Reactivated Members MTD report will display the number of athletes that have updated status from "Alumni" to "Member" within the selected date range.
- These members will not appear on the New Members MTD report.
- To get a total of new + reactivated members for the month, add these two numbers on your Dash.

Athletes				
TOTAL MEMBERS	PAYING MEMBERS	NEW MEMBERS MTD	CANCELLED MEMBERS MTD	MISSING MEMBERS
47	46	5	0	47
ATHLETES ON HOLD	ATHLETES AT RISK	REACTIVATED MEMBERS MTD	NEW TRIAL MTD	CANCELLED TRIAL MEMBERS MTD
0	1	3	1	0

Off-Dash Member Reports

- On the front page of each Athlete Profile is Status History report. Here, you can see the date or date range of any status change particular to the athlete.

Status History		+ Manage Status
Status Duration	Status	
10/23/2023 -	ALUMNI	
08/24/2023 - 10/23/2023	MEMBER	
08/23/2023 - 08/24/2023	PROSPECT	

- To manually change the status of an athlete select the "+ Manage Status" button as shown in the screenshot above.

On the pop-up that appears, select the new status and the appropriate date for that change.

Manage Status

Athlete Name

Harrison Stripe

Current Status

ALUMNI

Changing this status will end the current status and add the new status effective on the selected date.

New Status *

Select a status

Start Date *

October 29, 2023

Cancel

Save

- If you have opted for Packages to make no change to athlete status at the start or end of the Package, you will make use of this report in order to update status as athletes become Members or Alumni in the system.

If you have further questions regarding Member reports or statuses, please reach out to the Support team at hello@usekilo.com.