Freshwork Revenue Analytics - Project Presentation

Slide 1: Title Slide

Title: Freshwork Revenue Analytics
Subtitle: Unlocking Revenue Insights Using SQL, Python & Power BI
Your Name
GitHub: github.com/Bhuvi0312/Freshwork_Revenue_Analytics

Slide 2: Project Overview

- **Objective:** Analyze business data to extract actionable revenue insights
- **Company Context:** Freshworks - SaaS CRM & Customer Engagement
- **Focus Areas:** Discounts, Plans, Product Mix, Cross-sell, Region-wise Trends

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Slide 3: Tech Stack

- **Python:** Data cleaning, EDA (Pandas, Seaborn, Matplotlib)
- **SQL:** Extract insights by formulating 10+ business queries
- **Power BI:** Build interactive dashboards and data visuals

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Slide 4: Business Questions Answered

1. Who are the top 5 customers by total spending?
2. Which product categories generate the most revenue?
3. What is the monthly sales trend?
4. Which cities have the highest average order value?
5. What is the plan-wise ARPU?
6. How much cross-sell revenue is generated per region?
7. What is the average discount per plan?
8. Which regions have the highest number of transactions?
9. What is the churn rate per plan?
10. Which products are most popular in each region?

Slide 5: Data Cleaning & Preparation

- Checked for missing values, standardized date formats
- Removed duplicate transactions and normalized categorical fields (plans, region names)
- Created calculated fields (e.g., Net Revenue, Discount %)

Slide 6: Key Insights

- **East Region**: Highest gross revenue, but highest discounting
- **Pro Plan**: Highest ARPU, under-marketed
- **Cross-sell**: 20% revenue from 10% of customers
- **High Discounts** in lower-performing regions → loss of revenue

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Slide 7: Power BI Dashboard

- Interactive filters: Region, Plan, Month
- KPIs: Revenue, ARPU, Discount %, Conversion Rate
- Visuals: Heatmaps, Trend Lines, Bar Charts, Pie Charts

Slide 8: Challenges Faced

- Ambiguous plan naming and inconsistent discount application
- Outliers in transaction value skewed averages
- Needed to create derived metrics for business relevance (e.g., effective ARPU)

Slide 9: Future Improvements

- Add predictive analytics (revenue forecasting, churn prediction)
- Implement RFM segmentation for customer value analysis
- Deploy Power BI dashboard with live data for real-time updates

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Slide 10: Project Impact

- Helped define **revenue opportunities** and **inefficiencies**
- Informed discounting and cross-sell strategies
- Created reusable SQL query bank and dashboard for Freshworks Revenue Ops

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Slide 11: Thank You

Questions?
Let's connect on GitHub: github.com/Bhuvi0312/Freshwork_Revenue_Analytics