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<u>Business Analyst Case Study</u>
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<u>Report Summary:</u>

This report presents a data-driven analysis for Elevate Now, a medical weight loss company. Using Excel tools and Power Query, I cleaned and transformed user data to explore spending trends, referral performance, plan preferences, and retention patterns. The findings reveal valuable opportunities to optimize user engagement and improve revenue channels.
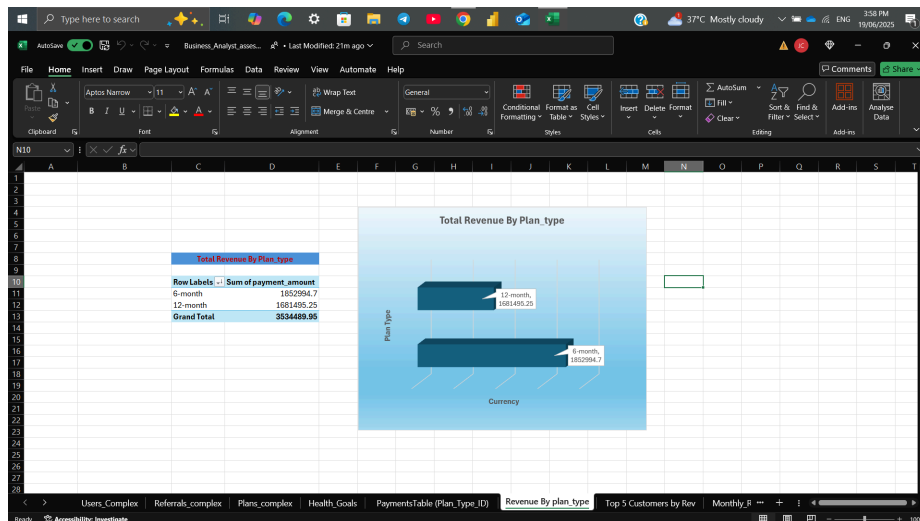
<u>Key Metrics & Insights</u>

1.Total Revenue by Plan Type

The 6-month plan generated the highest revenue of ₹18,52,994.70.

The 12-month plan followed closely with ₹16,81,495.25.

Despite a longer commitment, 12-month plans contributed slightly less, suggesting user preference for shorter-term plans.
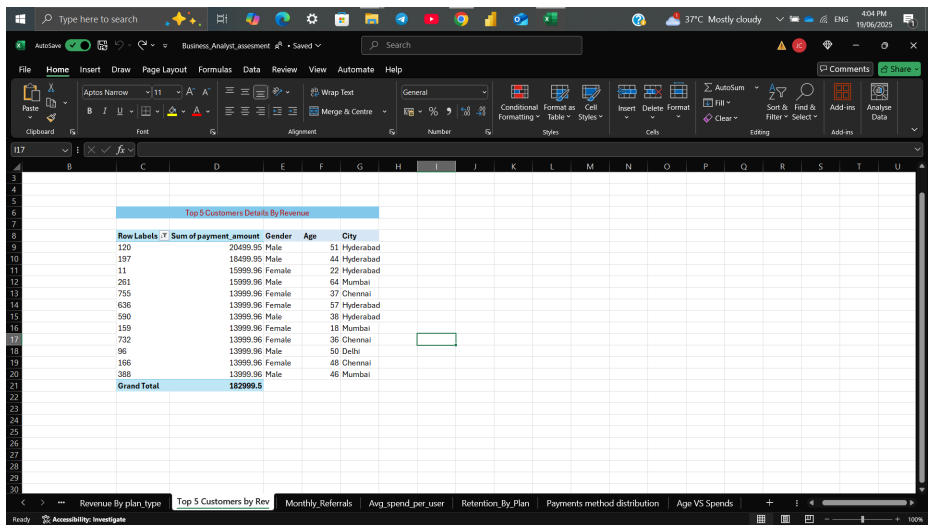

2*. Top 5 Customers by Total Spending*

The top spender (User ID 120) contributed ₹20,499.95 alone.

All top customers are from metro cities, especially Hyderabad and Chennai.

This segment alone generated ₹1.83 lakhs, reinforcing the value of personalized engagement with high spenders.

3.*Monthly Successful Referrals*

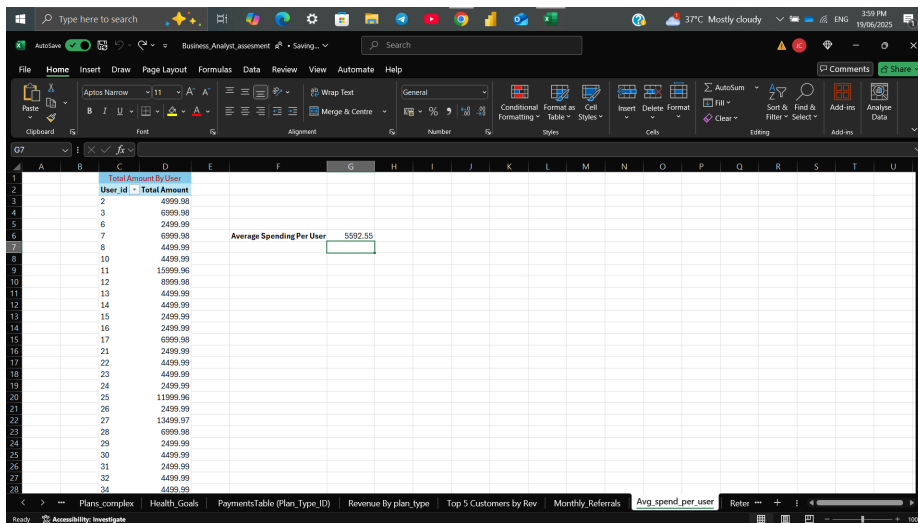Referral peaks occurred in March (47) and August (49).

A mid-year dip in September (32) and October (32) indicates potential for targeted referral campaigns during that period.
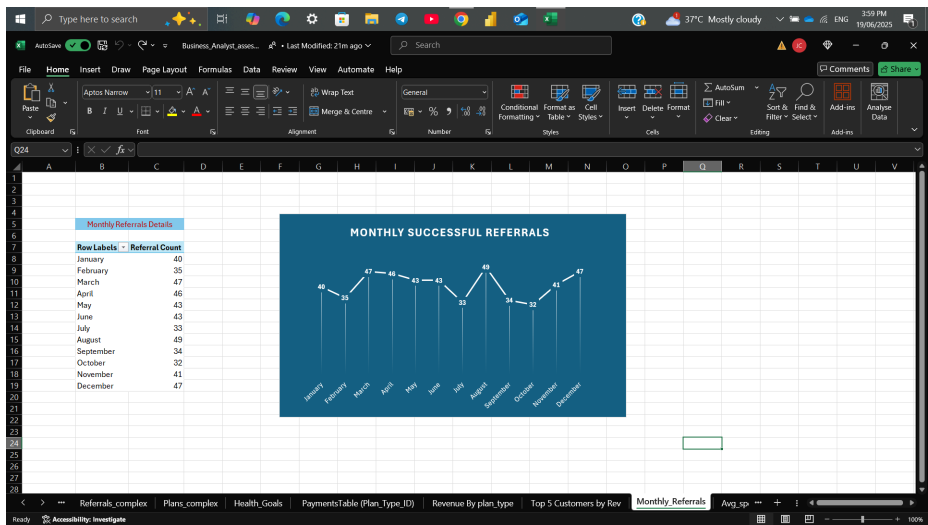
4.*Average Spending per User:*

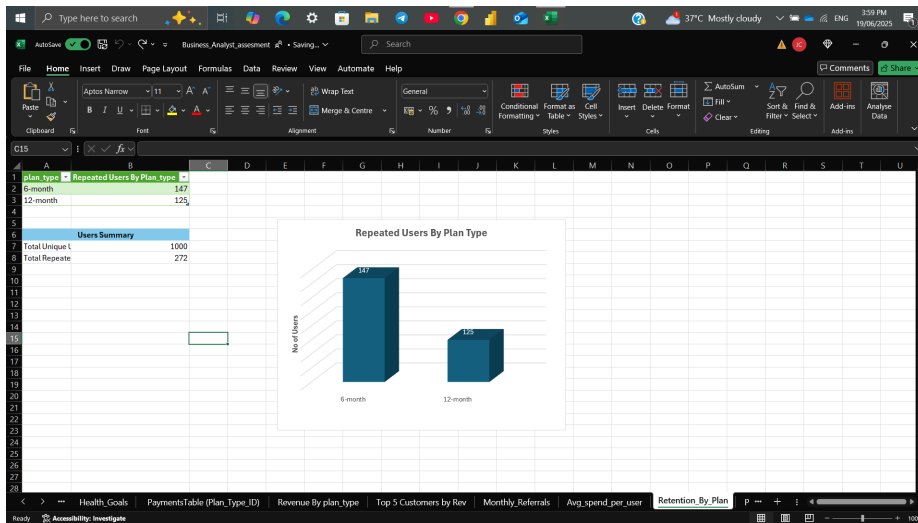The average spend per user is ₹5,592.55.

This reflects solid conversion, but targeted upselling could lift this further.

5.User Retention by Plan Type:

The 6-month plan showed 147 repeat users, versus 125 in the 12-month plan.

Indicates that shorter plans lead to better repeat behavior, possibly due to more frequent renewal cycles.

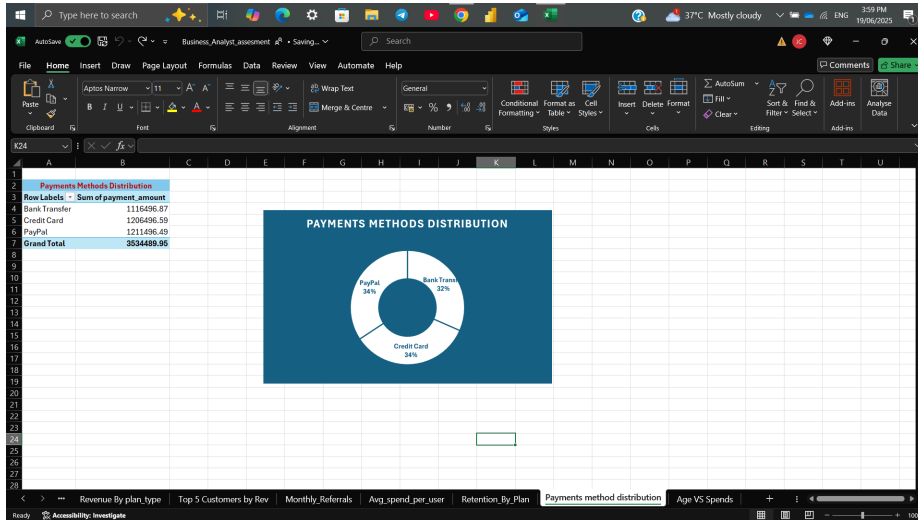## 6.Payment Method Distribution:

Spending is split almost evenly across:

PayPal: 34%

Credit Card: 34%
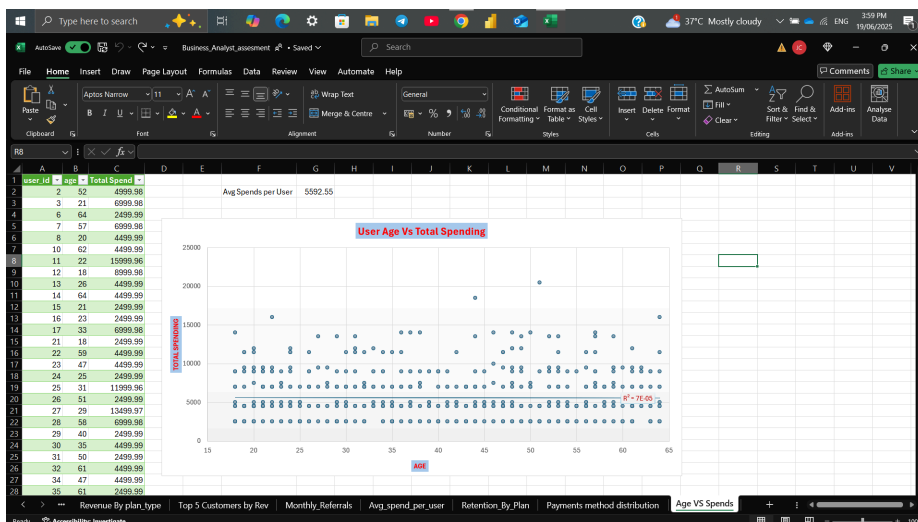
Bank Transfer: 32%

This even split shows healthy multi-channel usage.

7.User Age vs Total Spending:

Spending behavior is relatively uniform across age groups.

There is no strong correlation between age and spending ($R^2 \approx 0$), indicating age isn't a defining factor for revenue contribution.

Business Recommendations:

Promote the 6-month plan more aggressively since it drives better revenue and retention.

Launch re-engagement offers around September–October to counter referral drops.

Upsell opportunities should be explored among average spenders to lift overall revenue.

Target top-spending metro cities with loyalty rewards or exclusive offers.