



# Guruji Astro Call Center

Analysis and Insights



## Call Center Analysis

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## Introduction

This report provides a comprehensive analysis of the call center performance at Guruji Astro, an online platform for astrology services.

We delve into key metrics like call activity, call charges, talk time, and user spend to identify trends, challenges, and opportunities for improvement.

The aim is to provide actionable recommendations for enhancing call handling efficiency, user satisfaction, and revenue generation.

## Call Center Performance

Optimize call handling, diversify call sources, and control costs for sustainable growth.

### Key Findings



#### Completed Calls

Completed calls have longer TalkTime durations, indicating a higher level of interaction with astrologers.



#### Production Calls

Calls for production purposes dominate call traffic, indicating a reliance on this specific call source.



#### Astrologer Costs

Astrologers incur higher spending compared to users, particularly in the 7-14 minute range.





## Call Charges Analysis

### Histogram Insights

The histogram of call charges reveals a skewed distribution, with higher values initially and gradually declining over time.

This pattern suggests that initial charges may be elevated but decrease progressively as the call duration increases.

This indicates potential opportunities to implement dynamic pricing strategies that optimize revenue and encourage longer call durations while ensuring cost-effectiveness for users.

Strategies like offering incentives for longer calls and implementing dynamic pricing can balance revenue generation and user affordability.



## Talk Time and User Spend

TalkTime and UserSpend have a positive correlation, indicating that longer calls result in higher spending, but deeper analysis is needed to understand causation.

### Key Findings



#### Positive Correlation

The scatter plot shows a positive relationship between TalkTime and UserSpend.



#### Causation Unknown

Causation Unknown



#### Further Analysis Needed

Regression analysis and other methods are necessary to understand the causal relationship.

## Summary

The analysis reveals valuable insights into Guruji Astro's call center performance, highlighting both strengths and areas for improvement.

The recommendations focus on optimizing call handling efficiency, diversifying call sources, implementing cost controls, refining service offerings, and enhancing user engagement.

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