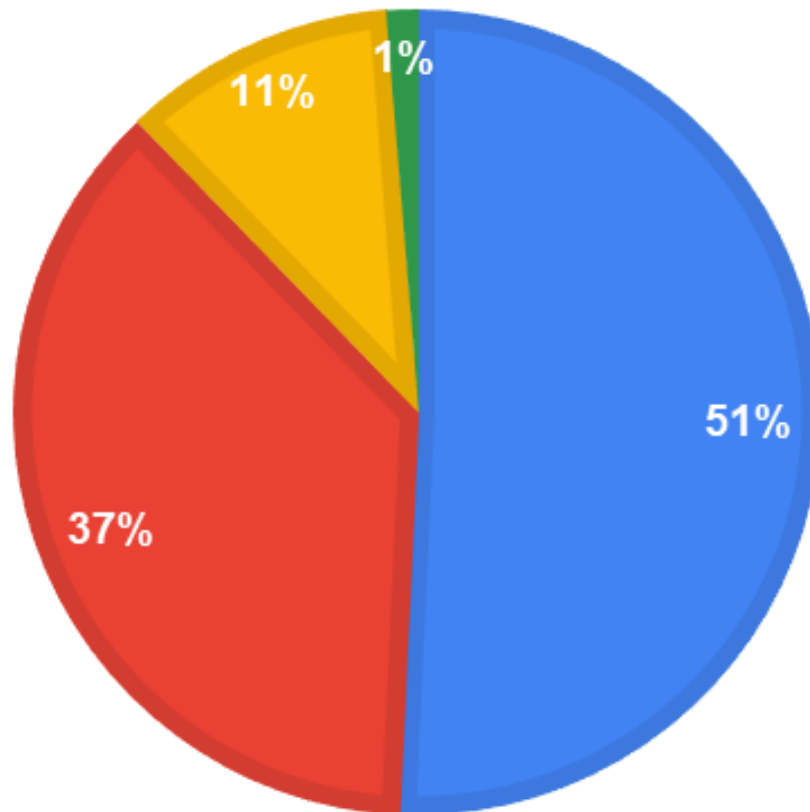




Customer Sign Ups in 2024

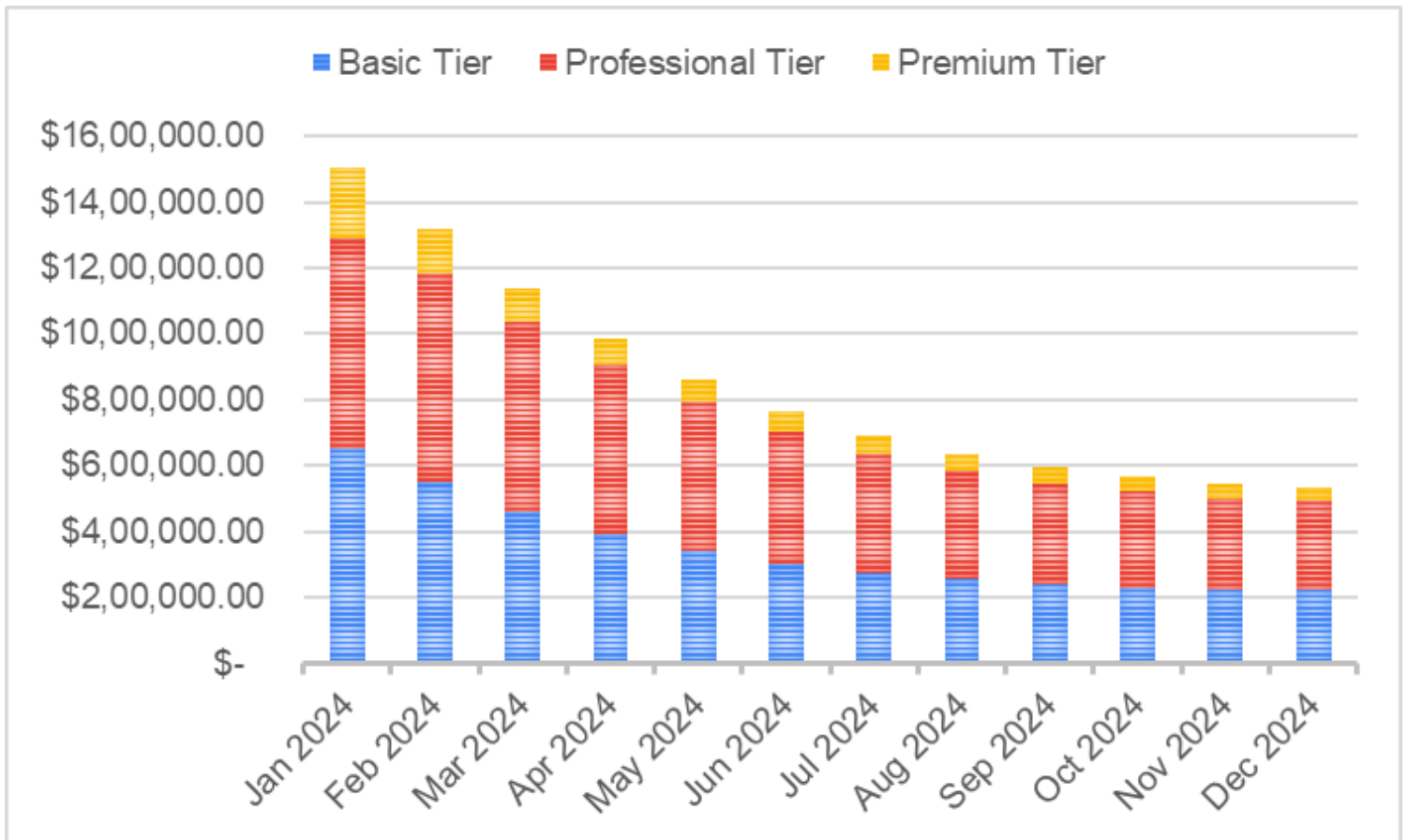
■ Free Tier ■ Basic Tier ■ Professional Tier ■ Premium Tier



it suggests that the majority of customers are in the Free Tier (51%), followed by the Basic Tier (37%), the Professional Tier (11%), and the Premium Tier (1%).



Revenue from different tiers in 2024



Basic Tier: Decline is gradual, indicating a stable but decreasing demand or price sensitivity in this tier.

Professional Tier: The drop in revenue is more pronounced compared to the Basic Tier, suggesting a more significant shift in demand or pricing strategy.

Premium Tier: Shows the most drastic decline in revenue among the three tiers, indicating either a shift in customer preferences or pricing strategy.



Operating Profit in 2024



The data shows a consistent decrease in operating profit from January to December 2024, suggesting a potential need for the company to review and possibly adjust its operational strategies to improve profitability.



Part Three: Recommendations



Recommendation 1

Increase Customer Base

- We should leverage the access to social media and look for other acquisition channels that have a higher Ad CTR compared to Google like Instagram, Facebook
- Add success stories Link/section on the landing page of the signup process. It may increase the percentage of landing page visitors that complete the signup flow process by 5%.
- Provide an extra free class for the same month to those who successfully send invites to more than nine people/potential learners.

Yearly Original Operating Profit in 2024	\$71,47,816.89
Yearly Operating Profit in 2024 if recommendation implemented	\$78,62,598.58
Operating profit increase	10%

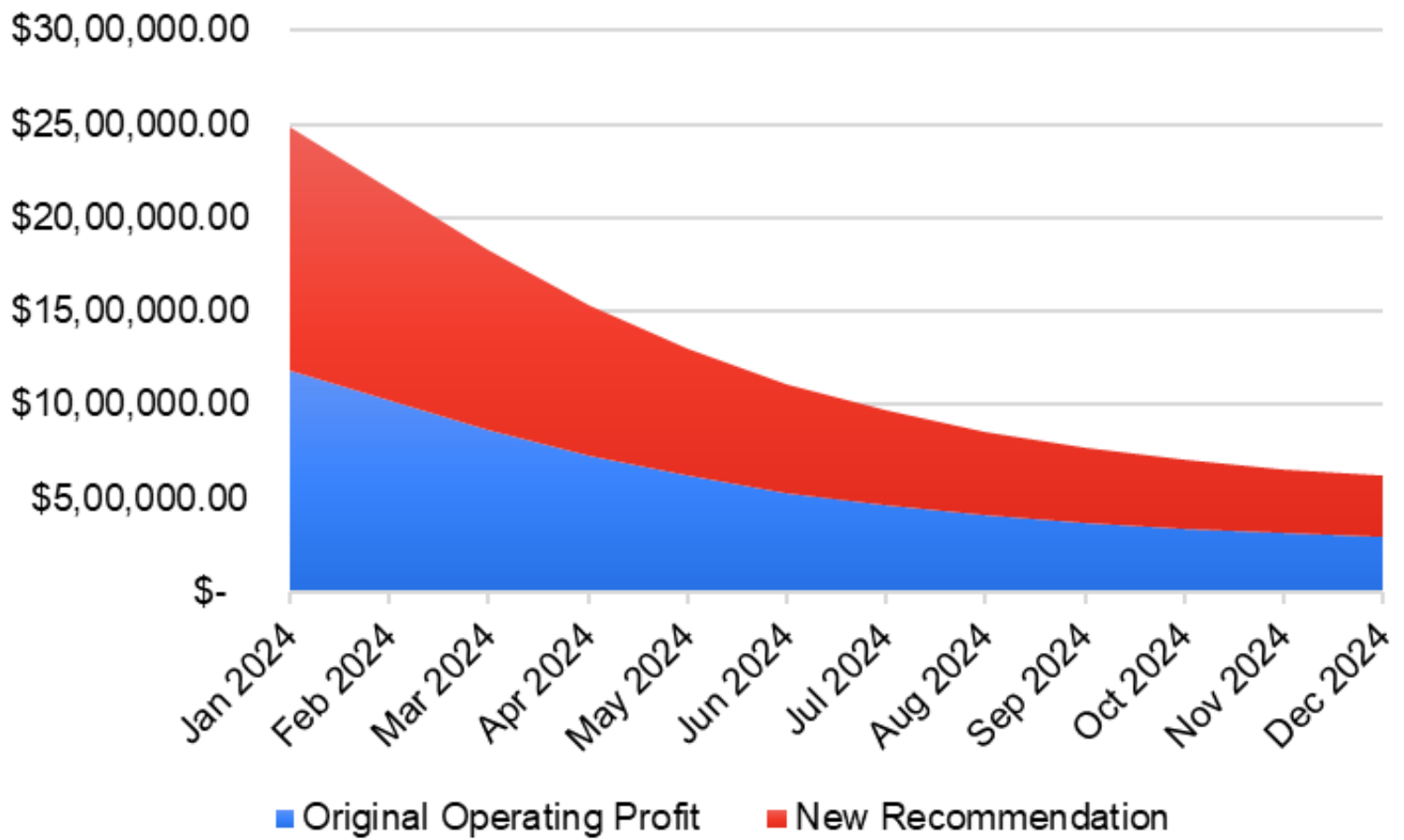


Recommendation 2

Increase Revenue	
<ul style="list-style-type: none">• While an Upgrade prompt, Learners should see the success stories of others who have had an upgraded tier. It may help increase the upgrade numbers by 3%.• The learner should get 2-3 prompts before the plan cancellation. It should remind them of what they are missing.• Constant Reminder through Notifications and Prompts every time free user's login to the app on what they are missing, and new features and courses added to the library.	
Original Operating Profit in 2024	\$71,47,816.89
Operating Profit in 2024 if recommendation implemented	\$78,62,598.58
Operating profit increase	10%



Operating Profit in 2024 with recommendations



The graph shows how my implemented recommendations would change the operating profit in 2024.