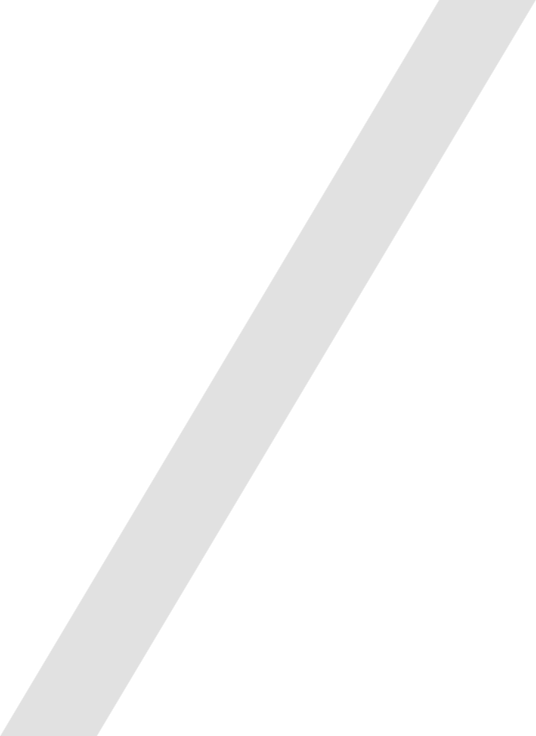
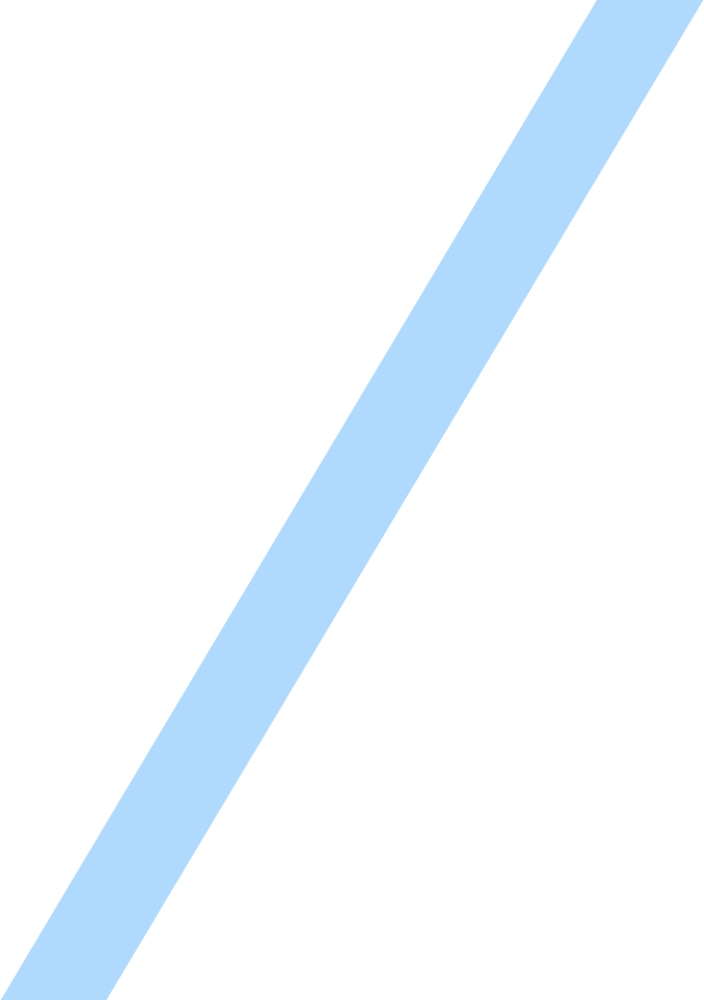
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| **Unlocking Growth with Loop Subscriptions: A Data-Driven Approach** |

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| Loop Subscription  Website: https://www.loopwork.co/ |

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| Executive Summary |

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| **This report presents a comprehensive analysis of loop subscription performance based on revenue by year, order status, and contract status.**  person at a table writing in a notebook with people around | | |
| Overview of the benefits of Loop Subscriptions for merchants   * Recurring Revenue Stream: Say goodbye to fluctuating sales and hello to predictable, monthly income. Loop Subscriptions fosters loyal customer relationships, translating into a steady stream of revenue that fuels sustainable growth. * Enhanced Customer Retention: Nurture customers, not just transactions. Loop Subscriptions empower you to build deeper connections, providing ongoing value and personalized experiences that keep them coming back for more. * Boosted Customer Lifetime Value: Every subscription is a blank canvas for cultivating long-term loyalty. With strategic upselling, cross-selling, and loyalty programs, Loop Subscriptions unlock avenues to maximize the value each customer brings to your business. | | |
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* Loop Subscriptions assists e-commerce companies, especially direct-to-consumer (DTC) brands, in running their subscription businesses. They provide a thorough software solution that addresses a number of subscription management-related topics, such as:
* Configuring auto-ship, gift, trial, bundle, and box subscriptions, among other subscription kinds.
* Customers may simply manage their subscriptions through the password-free subscriber interface, which enables them to pause, resume, or cancel them.
* Strong subscriber paths: Utilize features like product swaps, add-ons, and tiered discounts to create individualized experiences.Advanced capabilities include webhooks, multilingual and themed portals, location-based inventory tracking, workflow automations, subscriber rewards, and bulk actions.
* What distinguishes Loop Subscriptions:

Concentrate on DTC brands: They are aware of the unique requirements and difficulties faced by DTC companies.

Flexibility and personalization: Their system enables a great degree of personalization to produce distinctive subscription experiences.

Growth-oriented strategy: Their main goal is to assist brands in increasing their subscription income and client retention.

Extra information

Their platform is being used by over 2200 brands.

Their monthly pricing levels begin at $399.

Their headquarters are in India.

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| Introduction |

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| Chart 1: Subscribers Status Key Insights:   * Total subscriber joined with loop subscription till date are 15686. * Active subscriber as of date with loop is 5258 and increased over the year indicating growth of mercahnts as well as loop * Paused subscriber as of date with loop is 8548 which has rapidly increased over the year ,so loop should focus on paused subscriber by showing the growth of company and offer gifts and discount to make them continue. * Canceled subscriber are 1880. |  |
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| Data Analysis & Recommendations |

## Chart 11: Revenue by Years

This analysis focus on the total revenue generated loop subscription business from 2019 to 2022, presented in bar charts highlighting the increasing trend.

## Key Insights:

* Over the Four-year period, total revenue increased from 2021 after joining loop is from 468932.25 in 2019 to 3227015.65 in 2022 showing the increasing trend.
* In 2023 the revenue was 770924.76 showing the fluctuation in revenue. So we should focus on capitalize on success factors behind the top performing year.
* Continue leveraging proven strategies and explore new initiatives to sustain the positive revenue growth trend.

This chart visually splits your orders into two main categories: Successful Orders and Skipped Orders. Let's explore what this tells us

**Key Insights:**

* 78% of orders were successfully completed and delivered, reflecting the overall operational efficiency in fulfilling subscriptions on time. This provides a positive indicator of customer satisfaction and retention.
* 22% of orders were skipped by customers. While skipping can be a normal part of subscription behavior, a high rate might require further investigation.
* So, loop should Focus on maintaining current success rate by ensuring smooth fulfillment processes, clear communication with customers.

## Chart 111: Order Status Chart

* Conduct further research to understand why customers are skipping orders. Analyzing surveys, customer support conversations, or internal data can reveal pain points or areas for improvement.