

ASTROSAGE ANALYSIS

VISHWANATH NIKHIL

19-07-2025



AstroSage



ABOUT ASTROSAGE

- **Wisdom Meets Astrology:** The name AstroSage blends 'Astrology' and 'Sage', symbolizing guidance rooted in ancient Vedic knowledge enhanced by modern technology.
- **India's Leading Astrology Platform:** Offers personalized services such as horoscope readings, kundli matching, and life predictions to help users make informed decisions.
- **Trusted & Accessible Services:** Features a network of verified astrologers with user-rated profiles, flexible pricing, and supports both voice and chat consultations for global reach and convenience.

PROBLEM STATEMENT

- To optimize call center operations for AstroSage with a 1 crore investment.
- The goal is to determine how to allocate this investment to maximize operational efficiency, customer satisfaction, and profitability.
- This project will involve analyzing historical call data, performance metrics, and market trends to make informed decisions.

Data Overview

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Data Cleaning & Analytical Approach

Data Cleaning Process

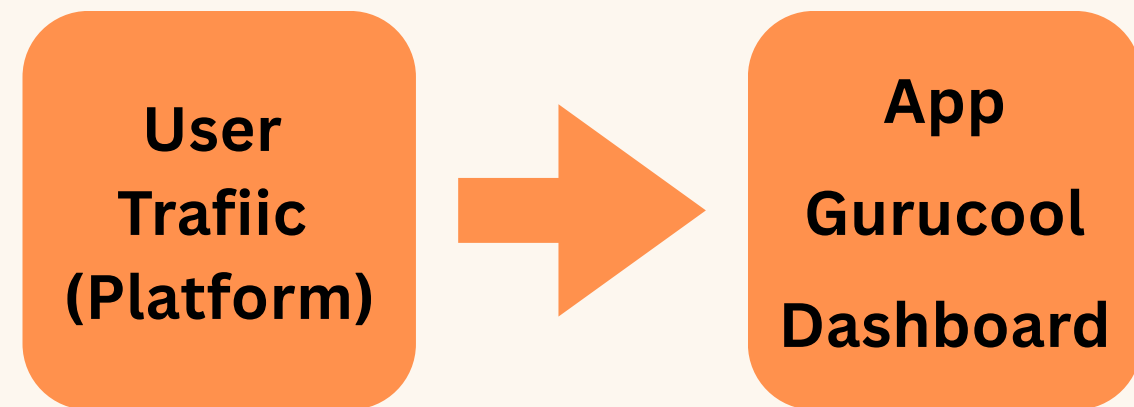
- **Data Inspection:** Review data for completeness and accuracy.
- **Handling Missing Values:** Imputation (Not available (N/A), and '0')
- **Removing Duplicates:** Identify and eliminate duplicate entries.
- **Standardization:** Ensure consistent formatting (e.g., date formats, categorical variables).

Data Analysis Techniques

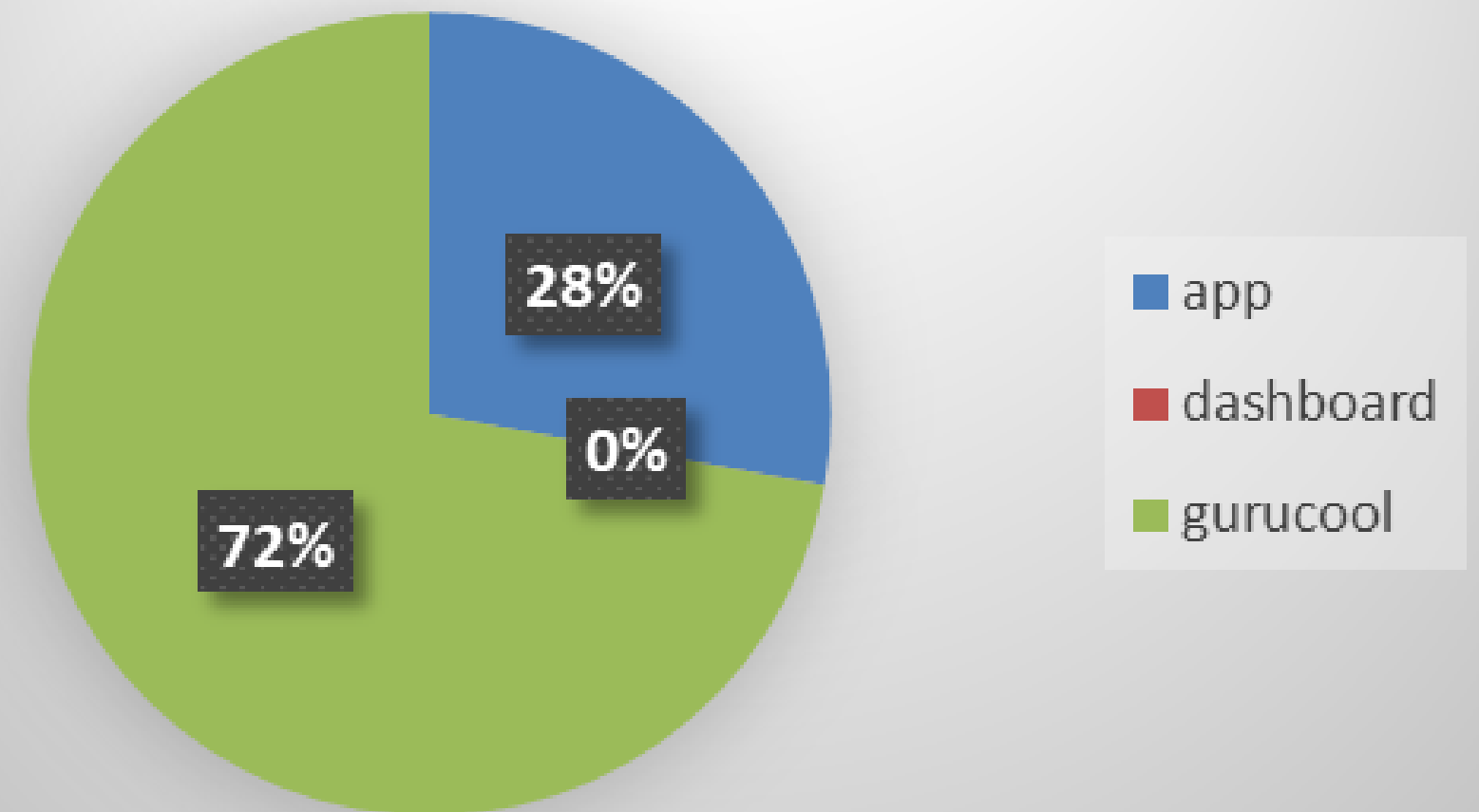
- **Descriptive Analysis:** Tracked call/chat counts, durations, and user engagement patterns.
- **Workload Distribution:** Identified imbalance in call/chat load among astrologers.
- **Sentiment Analysis:** Analyze customer feedback to gauge satisfaction levels.

Traffic on Website

According to the given data gurucool has more traffic compare to **app**

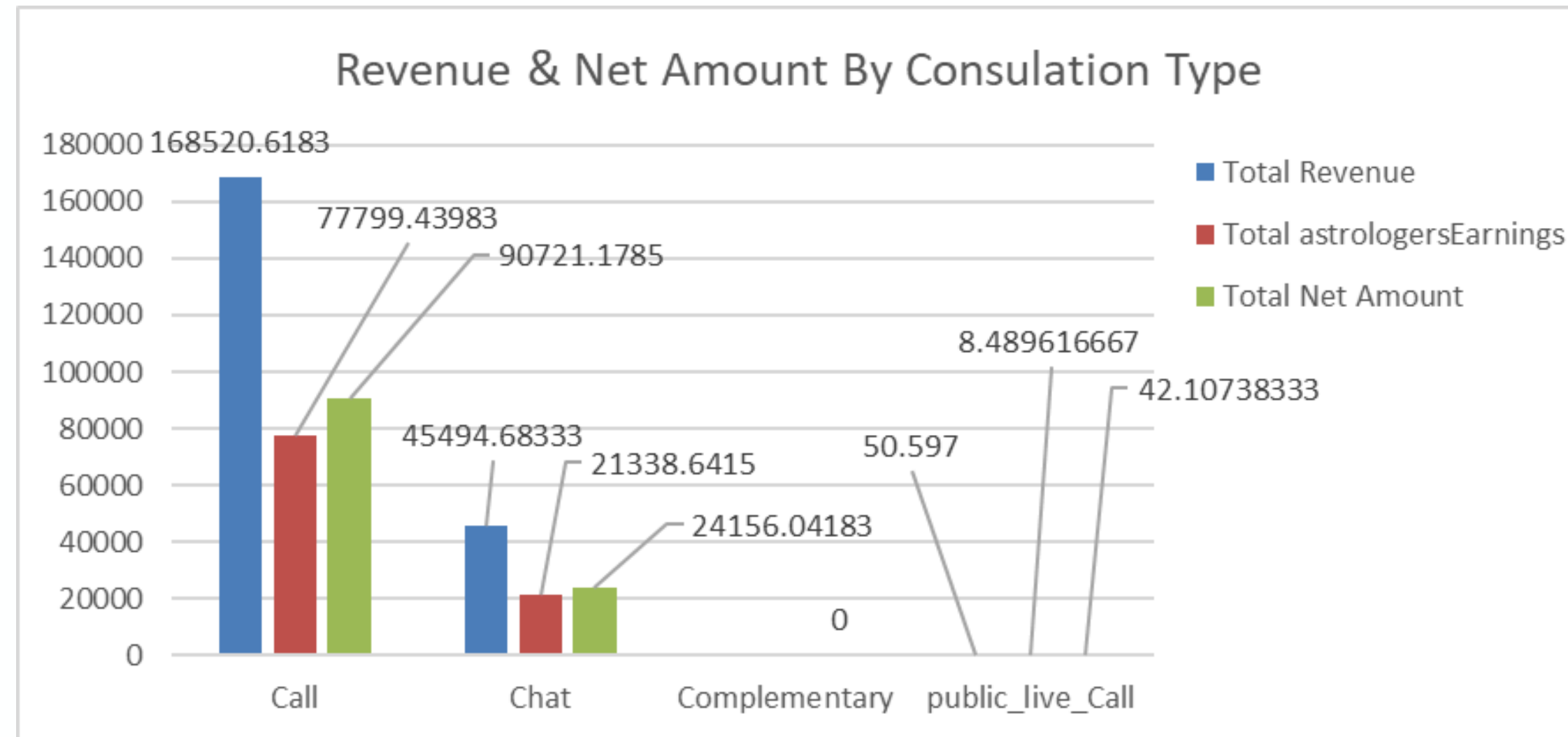


Website Distribution



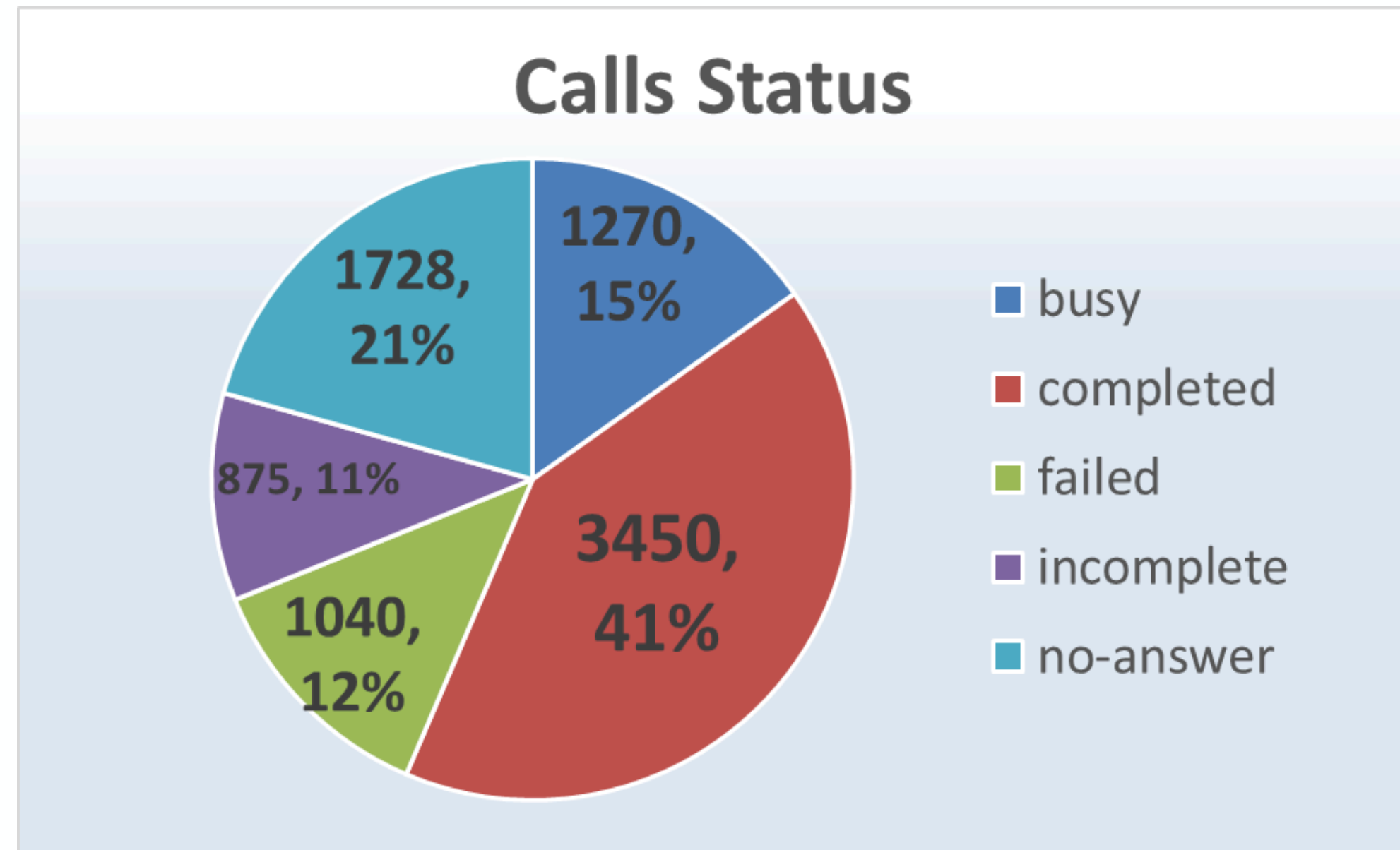
Revenue & NetAmount by Consulation type

- The majority of revenue and net earnings are generated through Call consultations, significantly outperforming all other types, while Complementary and Public Live Call sessions contribute negligible revenue.
- To maximize profitability, it's recommended to focus resources on enhancing Call consultations (e.g., quality, availability, promotions) and re-evaluate or optimize low-performing types like Complementary or Public Live Calls.



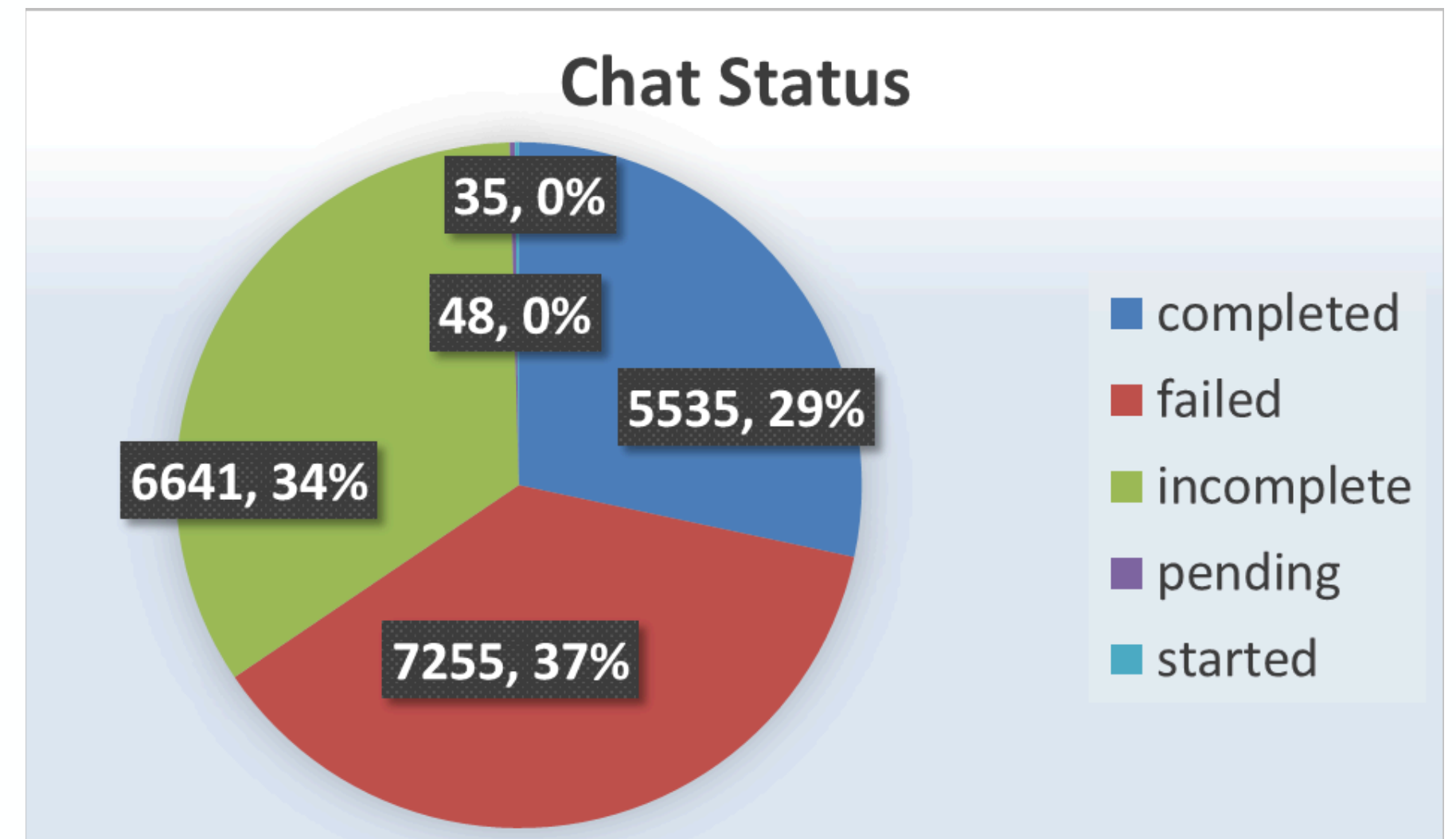
Call Status

- Only 41% of calls are completed, while the rest are missed, busy, or failed – indicating low call engagement.
- Implement automated IVR calls for initial engagement and hire more agents to improve overall call completion percentage.



Chat Status

- According to the given data, only 29% of chats are completed, which indicates a low chat resolution rate.
- To improve the completion rate, integrate AI-powered chatbots for initial engagement and enhance bot response quality to drive better conversation outcomes.



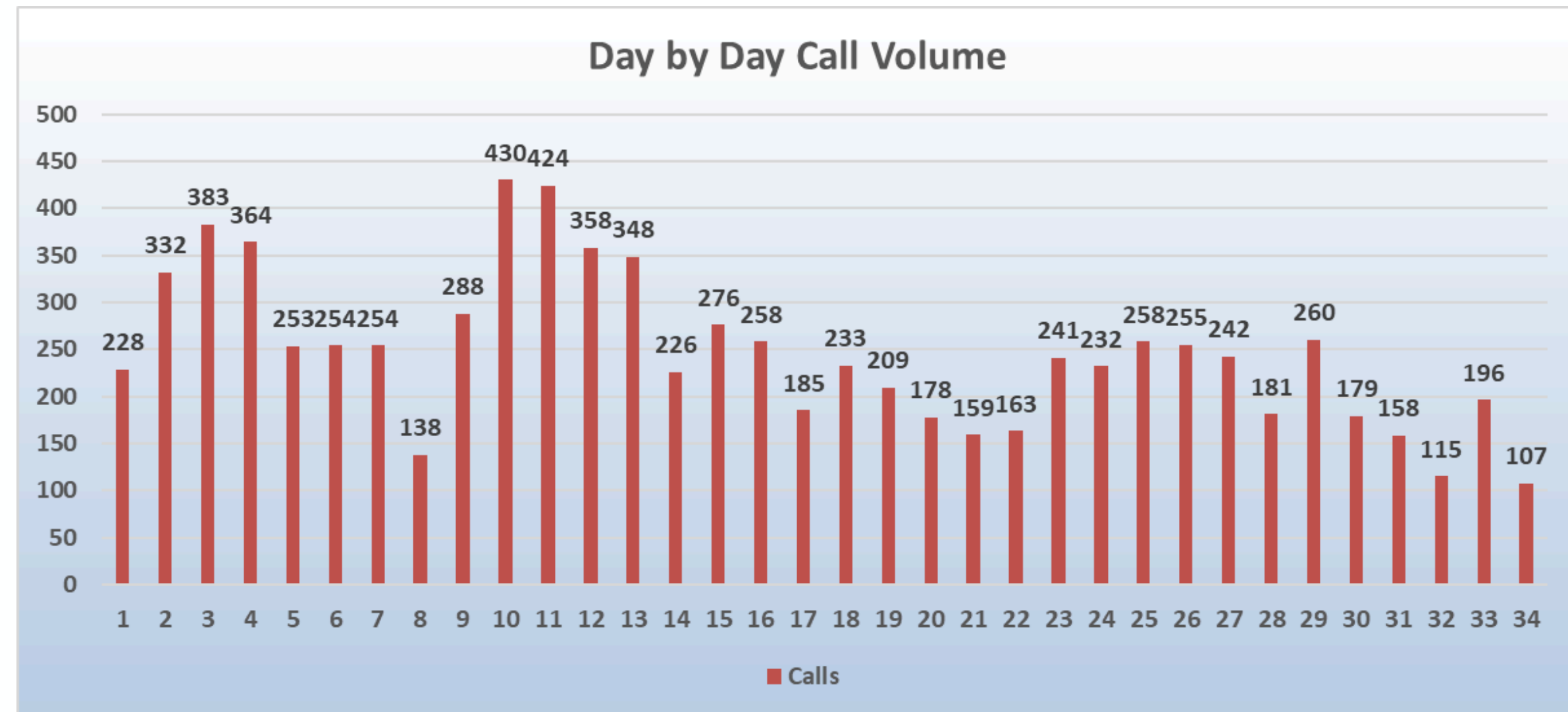
Call Distribution Over Hours

- Call peak hours are clearly identified with the highest volume around 08:00 to 10:00 hours.
- To maximize user engagement and drive higher revenue, it is essential to optimize support during these peak hours.



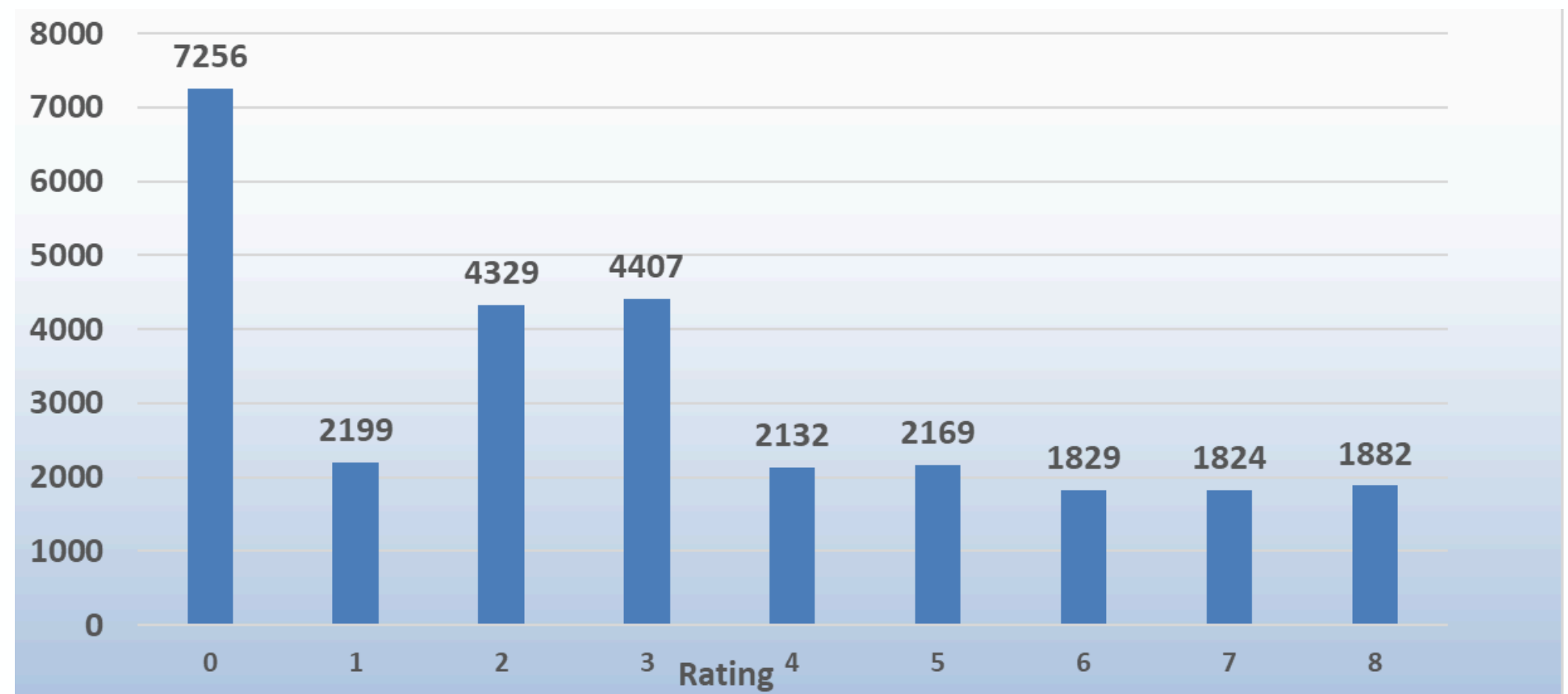
Day by Day Call Volumes

- Call volumes peaked significantly around days 10 and 11, indicating heightened user activity during this period.
- To ensure efficient support and maximize customer satisfaction, allocate more resources and staffing around these high-volume days.



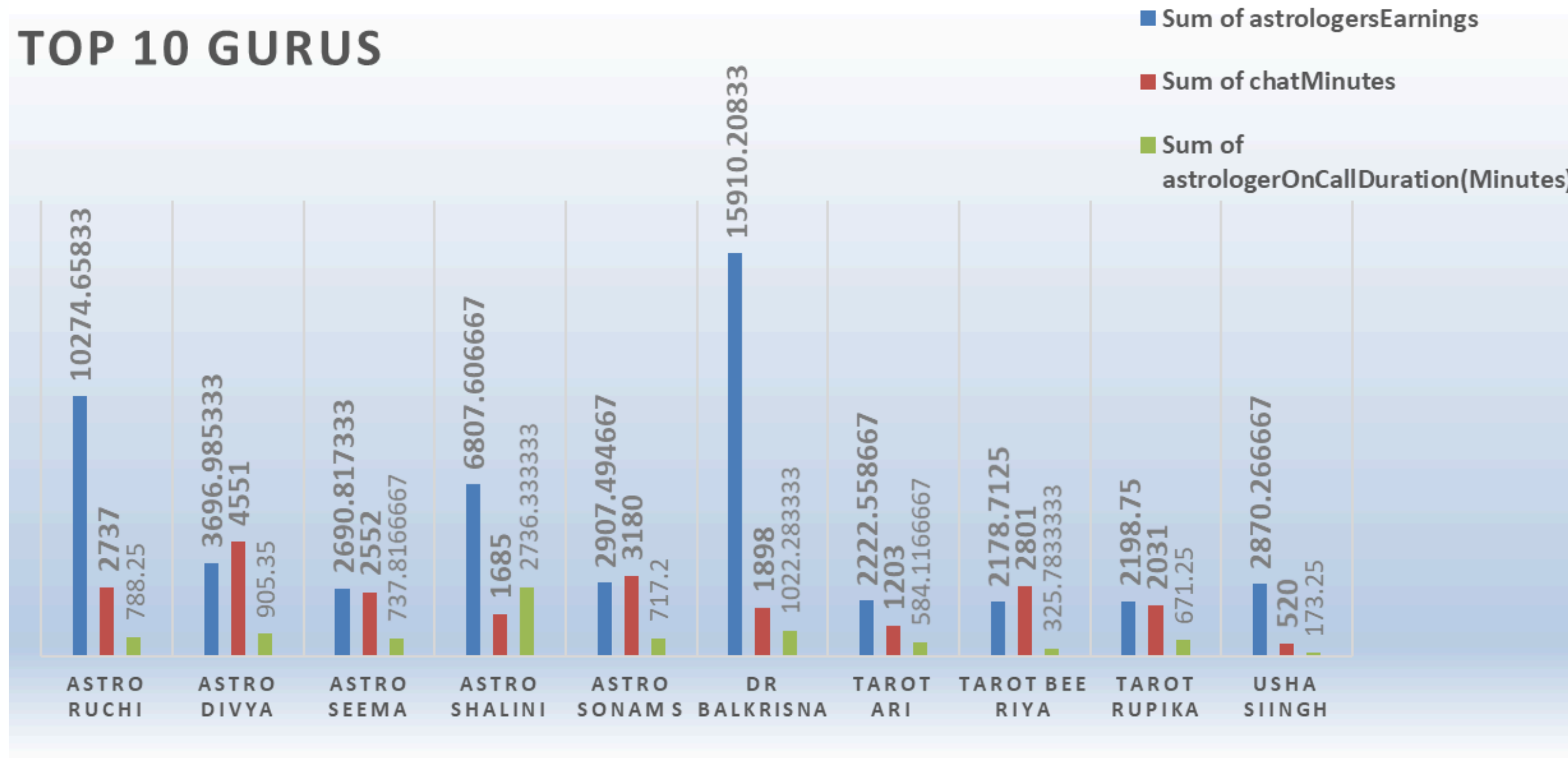
Rating Distribution

- According to data Overall rating is very poor it show customer satisfaction is Low.
- Need to improve customer satisfaction by providing Free chat through AI Chat Bot .



Top 10 Gurus

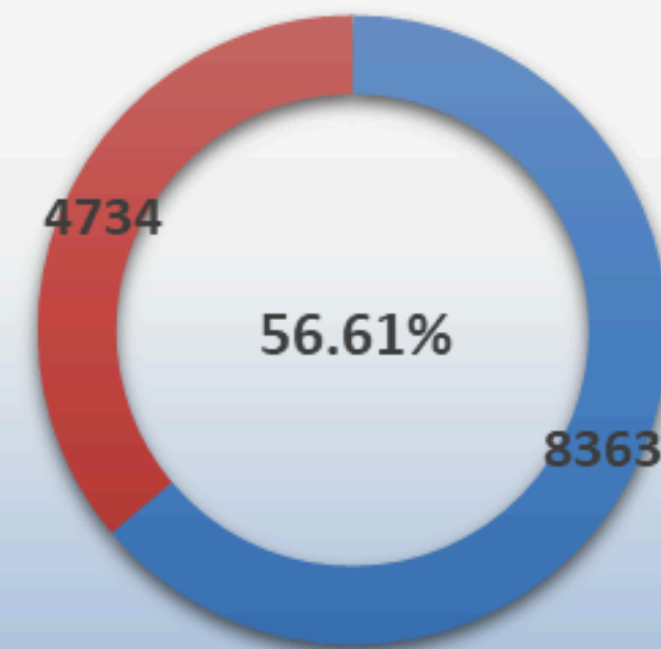
- Dr. Balkrisna generated the highest earnings despite lower chat and call durations, indicating high consultation efficiency or premium pricing.
- To boost overall revenue, similar high-performing gurus should be prioritized and their strategies replicated across the team.



Repeat Calls Percentage


- With 56.61% of total calls being repeat calls, it's evident that a strong portion of users are returning, indicating good satisfaction or trust in the service.
- To capitalize on this, it's recommended to nurture these loyal users through personalized offers or loyalty programs, while also strategizing to convert more first-time callers into repeat customers to boost overall engagement.


Percentage of Repeat Calls





■ TotalNo.ofCalls ■ Total Calls by Repeat Callers


ASTROSAGE ANALYSIS


 **TOTAL CALLS**
8508

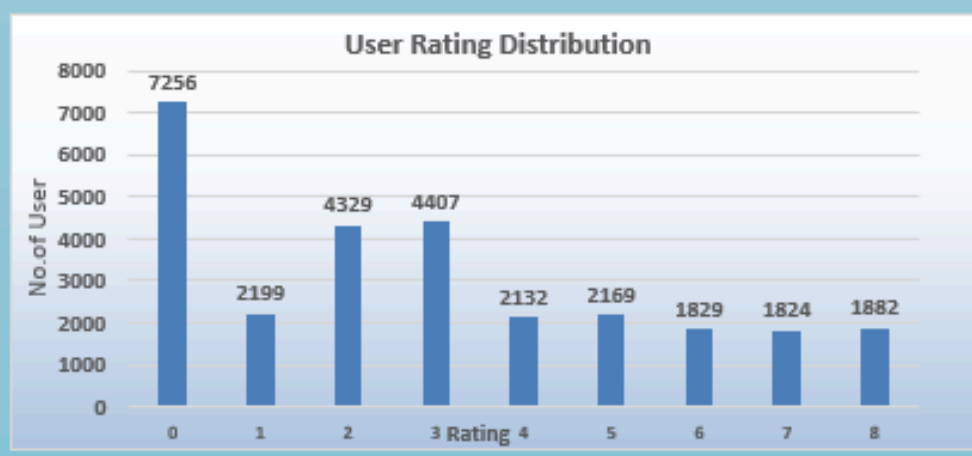
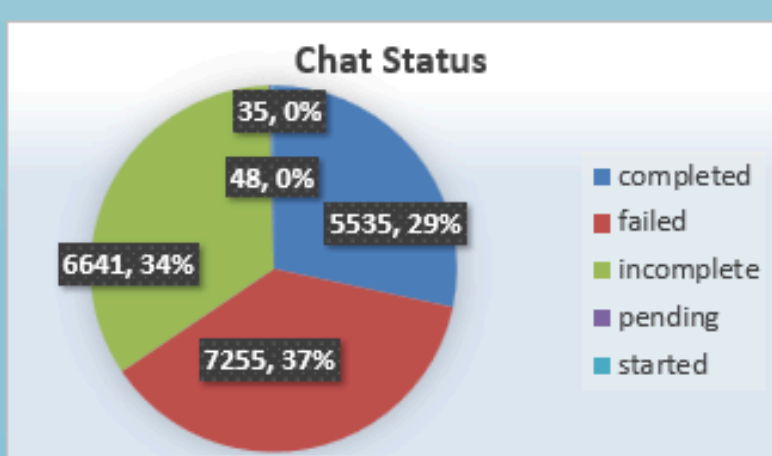
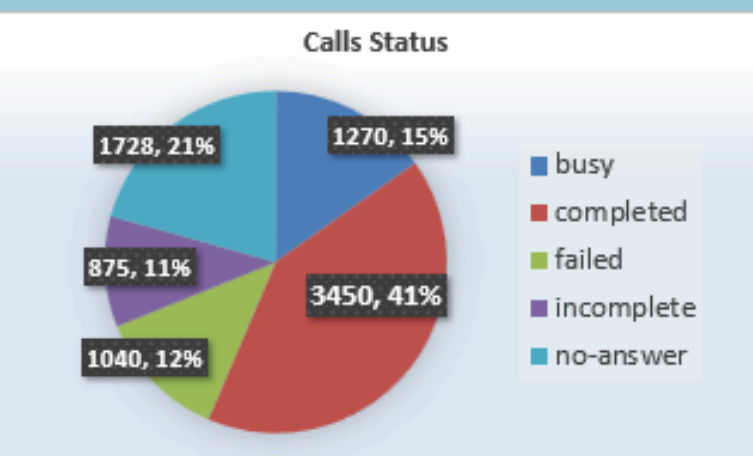
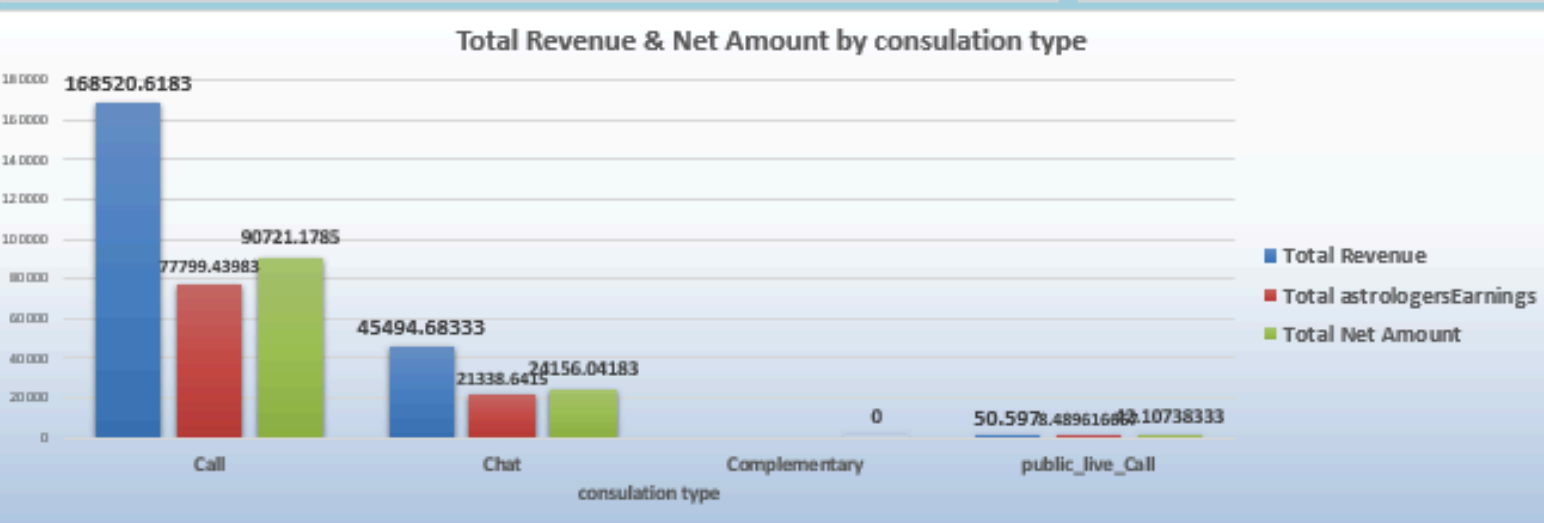
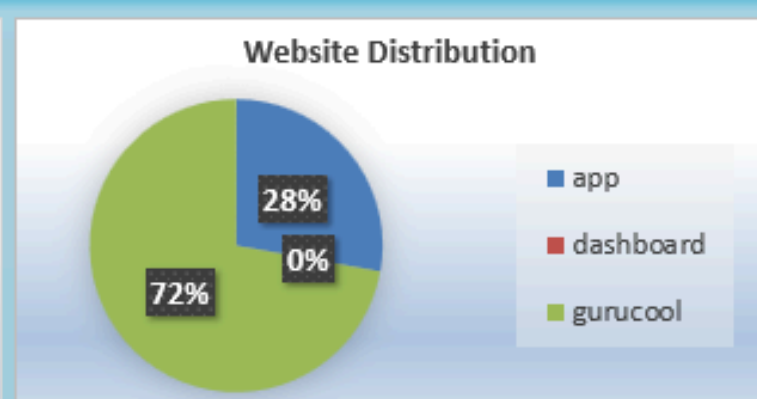
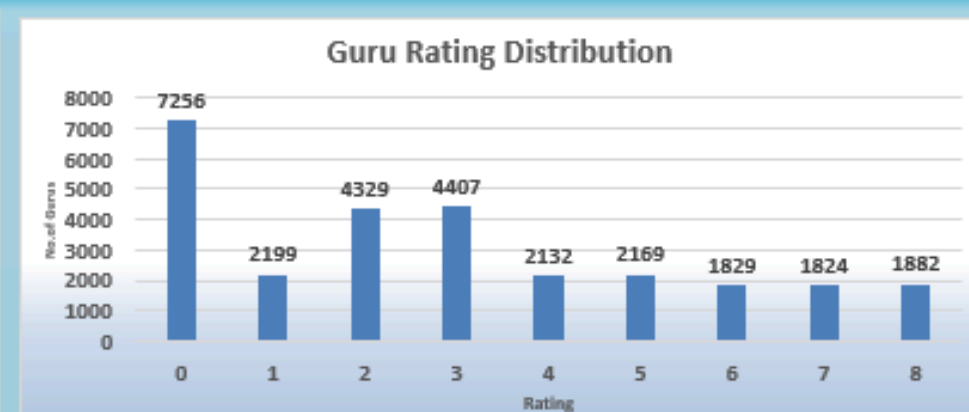
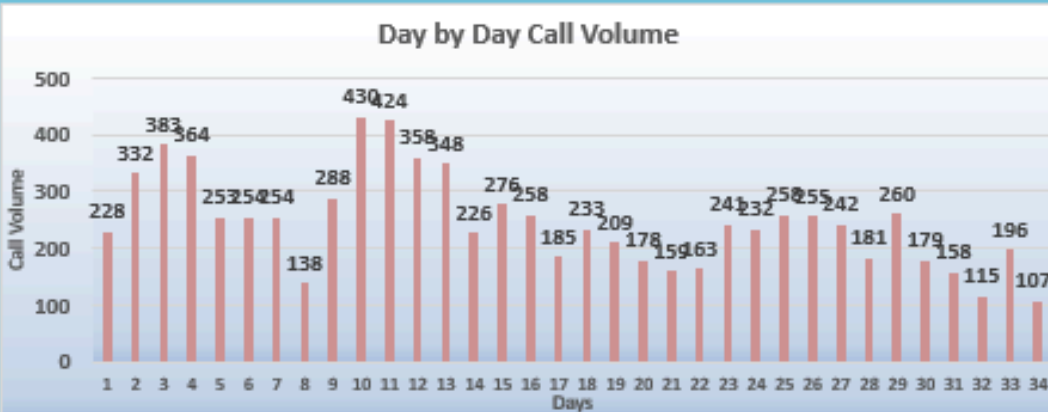
 **TOTAL CHATS**
19514

 **SALES BY CALL**
168520.61

 **SALES BY CHAT**
45494.68

 **AVG RATING**
1.65

 **TOTAL GURUS**
149



WeekDay

Sun
Mon
Tue
Wed
Thu
Fri
Sat

Year

2023
2024

website

app
dashboard
gurucool

callStates

busy
completed
failed
incomplete
no-answer
(blank)

Key Insights Summary

- AstroSage has strong consultation call volumes and repeat callers, showing market demand and loyalty.
- However, low customer satisfaction, poor success rates (41% calls, 29% chats), and uneven agent performance highlight service and efficiency issues.
- Revenue is concentrated in select consultation types, suggesting both strengths and untapped areas.

Possible Key Factors

1. **Inadequate First-Time Resolution:** High repeat calls and low chat/call success rates indicate unresolved queries.
2. **Uneven Agent Utilization:** Heavy reliance on a few agents leads to inefficiency and burnout risk.
3. **Missing Operational Data:** Absence of columns like Call Duration, Agent Expertise Mapping, and Language Preference hinders optimization.
4. **Peak Hour Inefficiency:** Low agent activity during high-traffic times reduces response effectiveness.
5. **Agent Skill Gaps:** No specialization alignment with consultation types affects call handling quality.
6. **Platform Strength in Paid Consultations:** Paid consultation types show better revenue traction this is a strategic advantage.
7. **Lack of Regional/Language Support Insights:** Potential mismatch between caller needs and available agent capabilities.
8. **Repeat Call Patterns:** While indicating loyalty, they also reveal service experience gaps that need addressing.

Conclusion

- AstroSage faces challenges in customer satisfaction, call success rates, and agent utilization.
- Immediate action is needed to optimize agent performance, balance workloads, and improve service quality during peak hours.

Suggestions for Improvement Based on Findings

Agent Training: Targeted training for agents to improve resolution quality and customer handling during high-traffic periods.

Efficient Agent Utilization:

Distribute call loads more evenly to avoid burnout and ensure consistent performance across all agents.

Success Rate Optimization:

Analyze failed call/chat cases to identify common issues and develop SOPs for better resolution.

Peak Hour Strategy:

Deploy top-performing agents during peak hours to maximize satisfaction and reduce wait times.

THANK YOU