

Astrosage
Investment
Database Analysis

AstroSage



Problem Statement

- AstroSage is dealing with operational gaps that affect user satisfaction and revenue.
- Peak hours bring heavy call traffic, which leads to delays and capacity issues.
- Astrologer performance varies widely, which affects ratings and conversions.
- Refund processes are slow, which reduces user trust.
- Goal: Improve efficiency, customer experience, and profitability using data insights.

Data Overview

- The dataset captures astrologer earnings, chats, call logs, ratings, and refunds.
- Around 5,000 consultations across 25 states and 150 cities were analyzed.
- Metrics include call duration, status, ratings, chats, revenue, and refunds.
- Trends help spot patterns that affect user experience and overall operations.

Database Schema

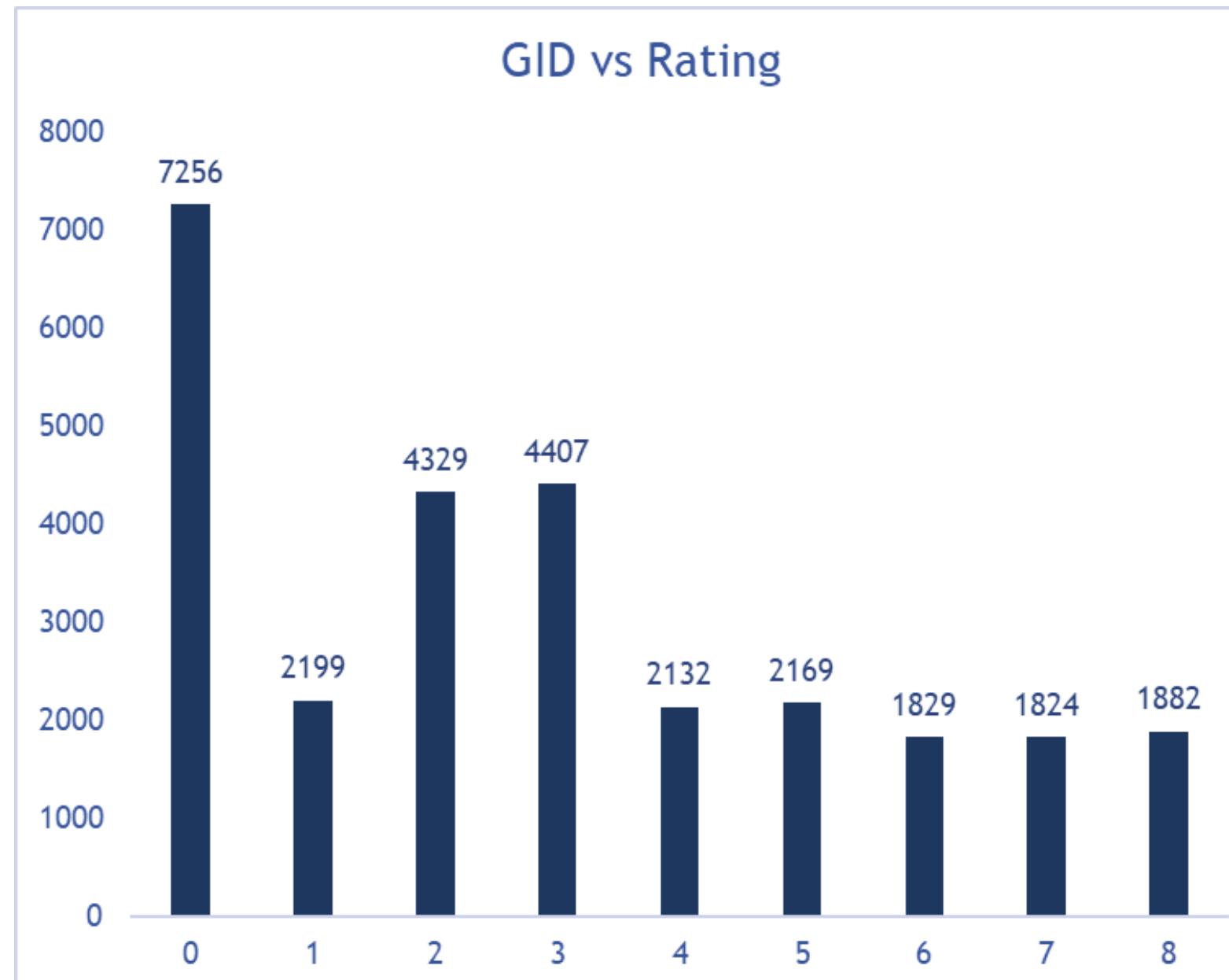
| Users | Gurus | Consultations | Call_Details | Payments |
|---|---|--|---|--|
| <ul style="list-style-type: none">• uid• user_id• region | <ul style="list-style-type: none">• gid• guru_id• guru_name | <ul style="list-style-type: none">• consultation_id• uid• gid• consultation_type (Call / Chat / Public Live)• website (App / Dashboard / GuruCool)• created_at• updated_at• month | <ul style="list-style-type: none">• consultation_id (Consultations)• call_status• call_channel• user_call_duration• guru_call_duration• user_call_status• guru_call_status | <ul style="list-style-type: none">• consultation_id (Consultations)• amount• net_amount• astrologer_earnings• refund_status• free_call• free_chat |
| Chat_Details | | | | |
| <ul style="list-style-type: none">• consultation_id (Consultations)• chat_status• chat_start_time• chat_end_time• chat_duration_seconds• queue_time | | | | |

Revenue Drivers

- Revenue is strongly linked to the number of consultations.
- Certain consultation types drive much higher earnings than others.
- These patterns help identify which services should be promoted more.
- Optimizing high-performing consultation categories can increase revenue faster.

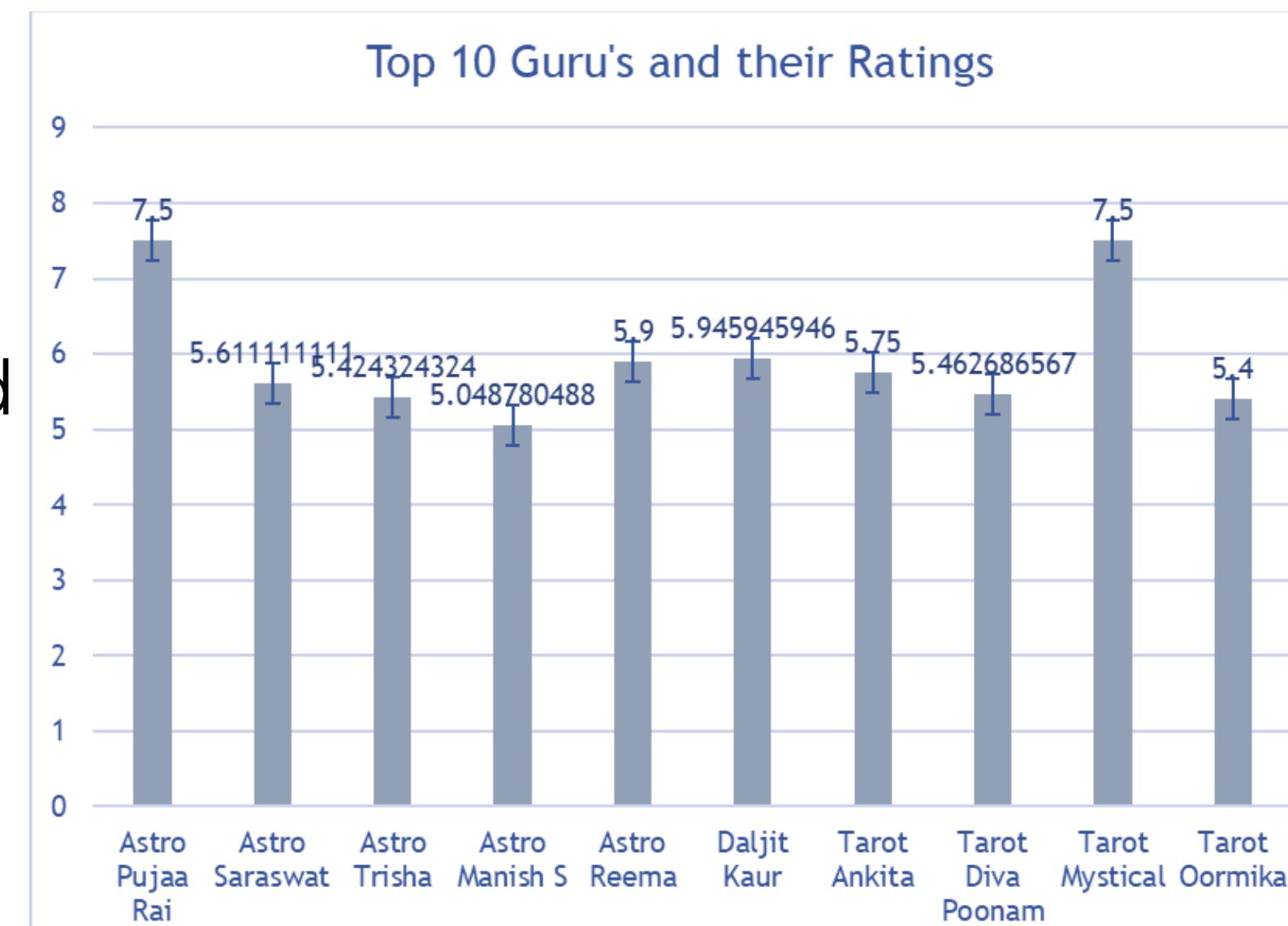
GuruID vs Rating

- Most calls do not have a rating, which suggests customers often skip giving feedback.
- Among rated calls, ratings 2 and 3 appear most frequently, reflecting average user experience.
- Higher ratings between 6 and 8 are less common, showing fewer highly satisfied interactions.
- Overall, the trend highlights room to improve service quality and motivate users rate their calls.



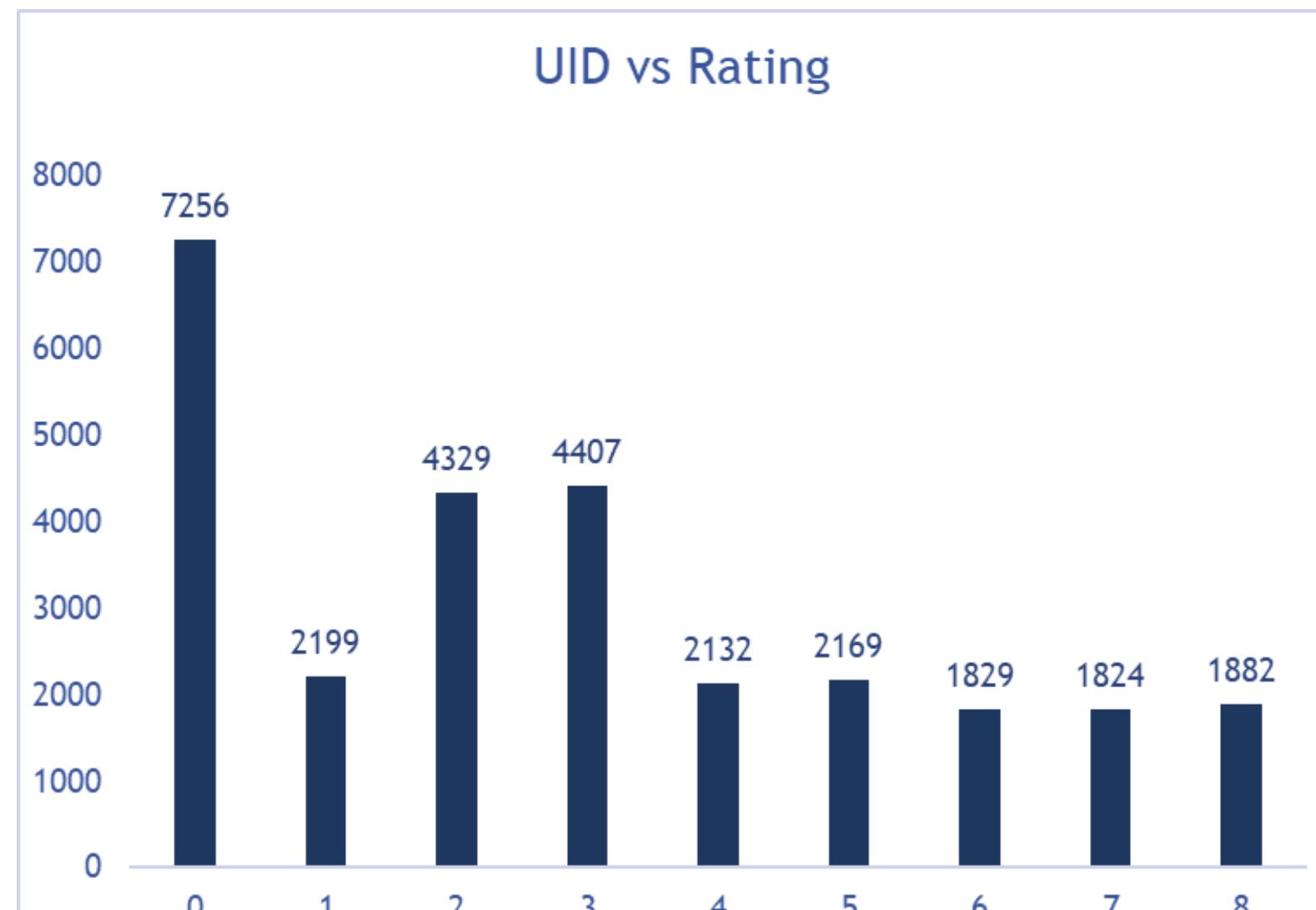
Guru Rating Analysis

- The ratings of the top 10 gurus mostly range between 5 and 6, showing consistent but moderate customer satisfaction.
- Astro Puja Rai and Tarot Mystical stand out with the highest ratings, indicating stronger customer trust and experience.
- A few gurus fall slightly below the group average, suggesting areas where service quality can be improved.
- Overall, the chart highlights a fairly balanced performance, with limited variation across top performers.



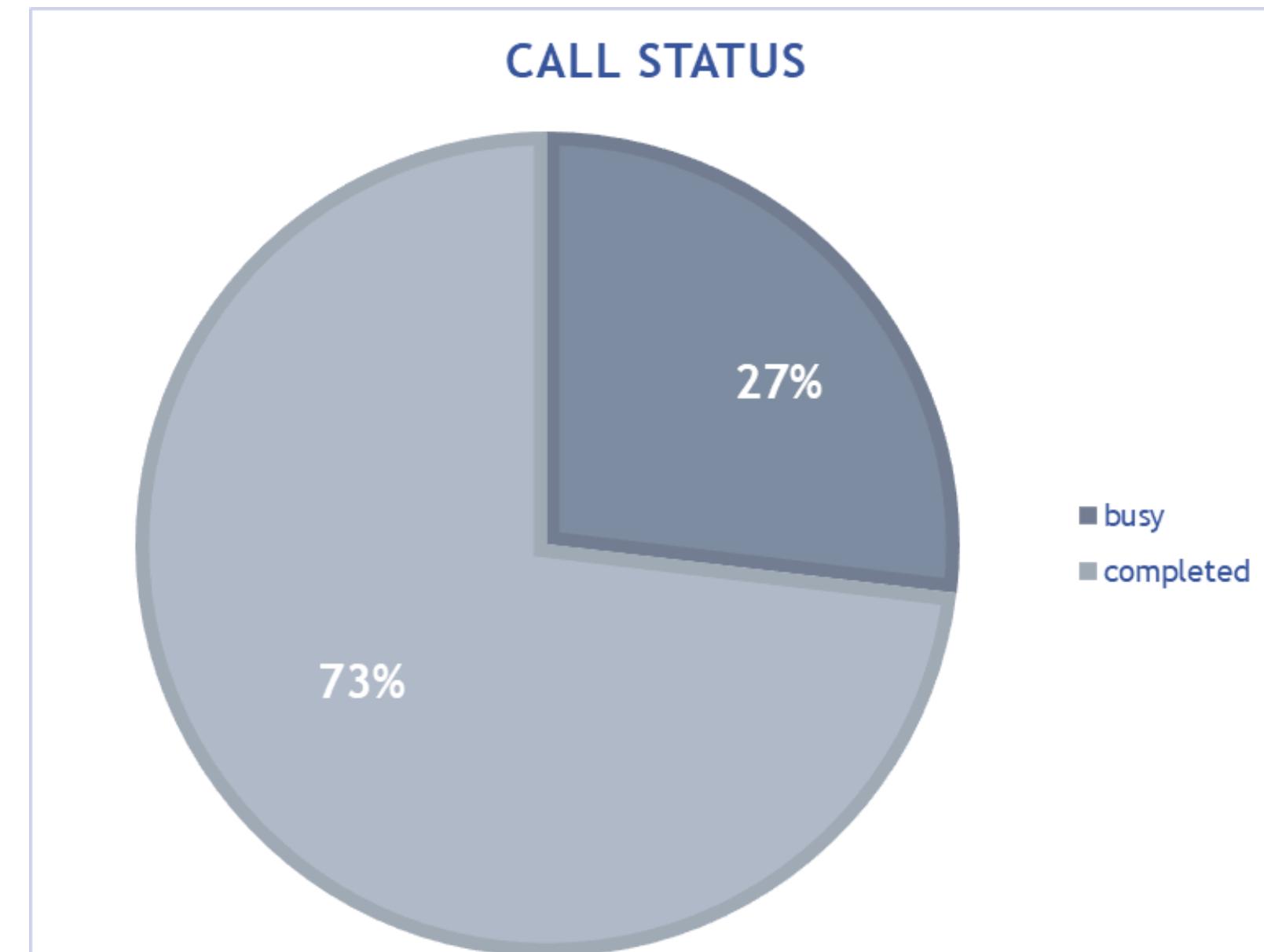
UserID vs Rating

- A large number of users fall under rating 0, indicating that many interactions did not receive feedback.
- Ratings 2 and 3 appear most frequently among rated users, reflecting average satisfaction levels.
- Higher ratings (6–8) occur less often, showing fewer highly satisfied interactions.
- The distribution highlights a need to improve user experience and encourage feedback submission.



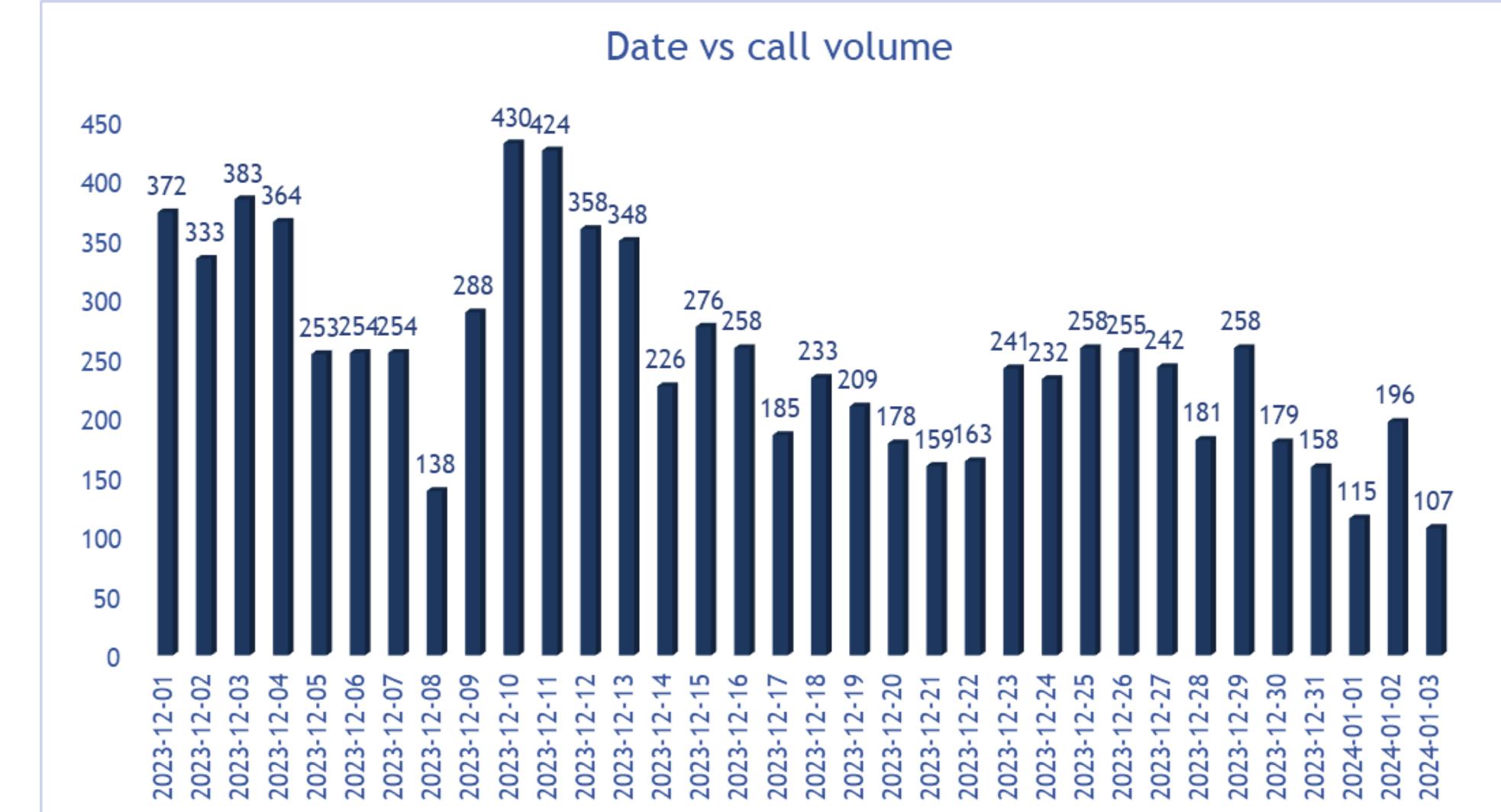
Call Status

- Completed calls account for 73%, showing that most customer interactions are successfully handled.
- Busy calls make up 27%, indicating instances where callers could not connect immediately.
- The high completion share reflects stable handling capacity during the period.
- The busy call percentage highlights scope to improve line availability and response management.



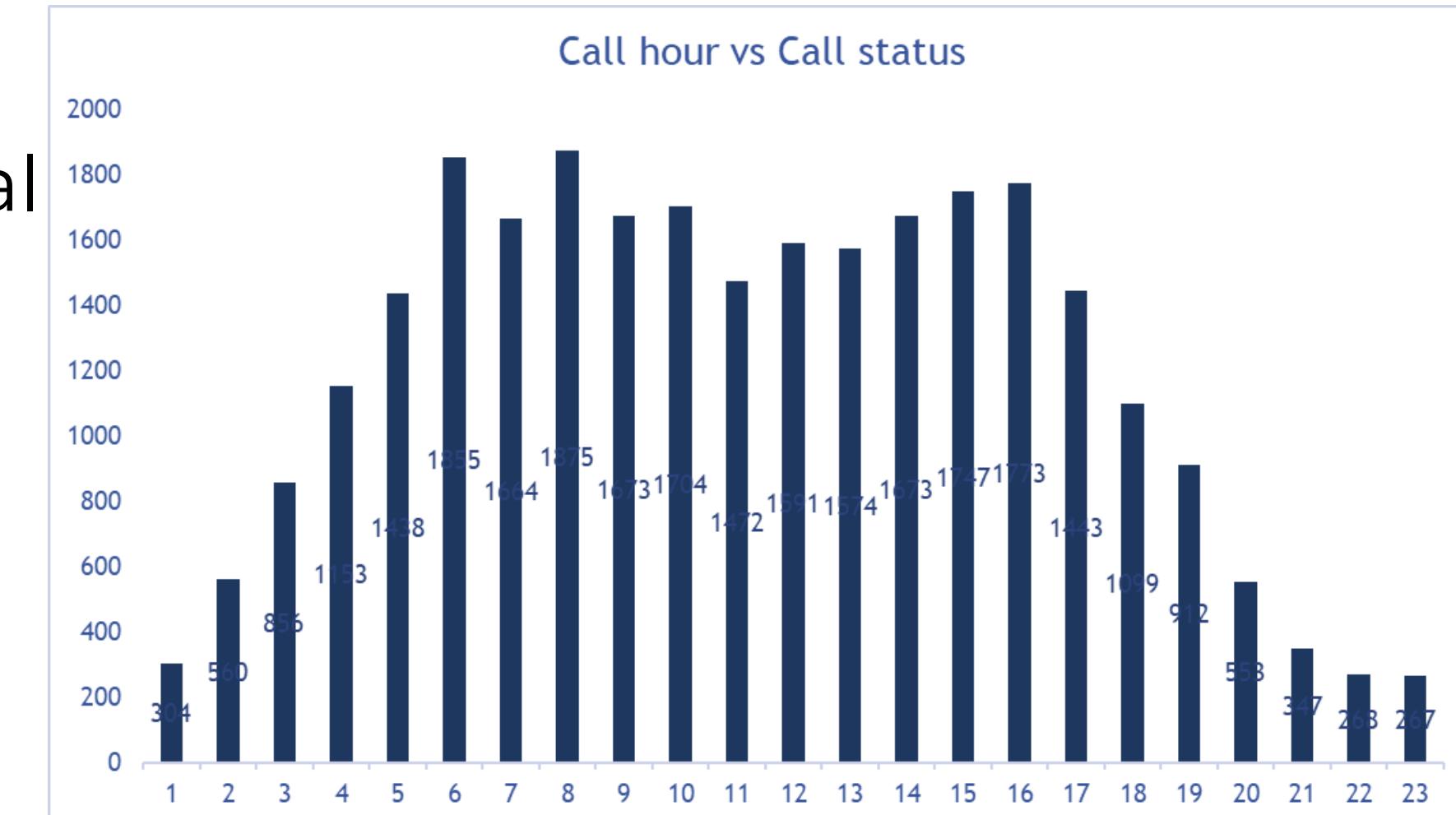
Date vs Call Volume

- Daily call volume shows strong fluctuations, indicating varying customer demand across dates.
- A noticeable spike appears around mid-December, suggesting periods of higher user engagement.
- Call volumes decline toward the end of the period, reflecting reduced activity in later dates.
- The pattern highlights inconsistent call traffic, useful for planning staffing and resource allocation.



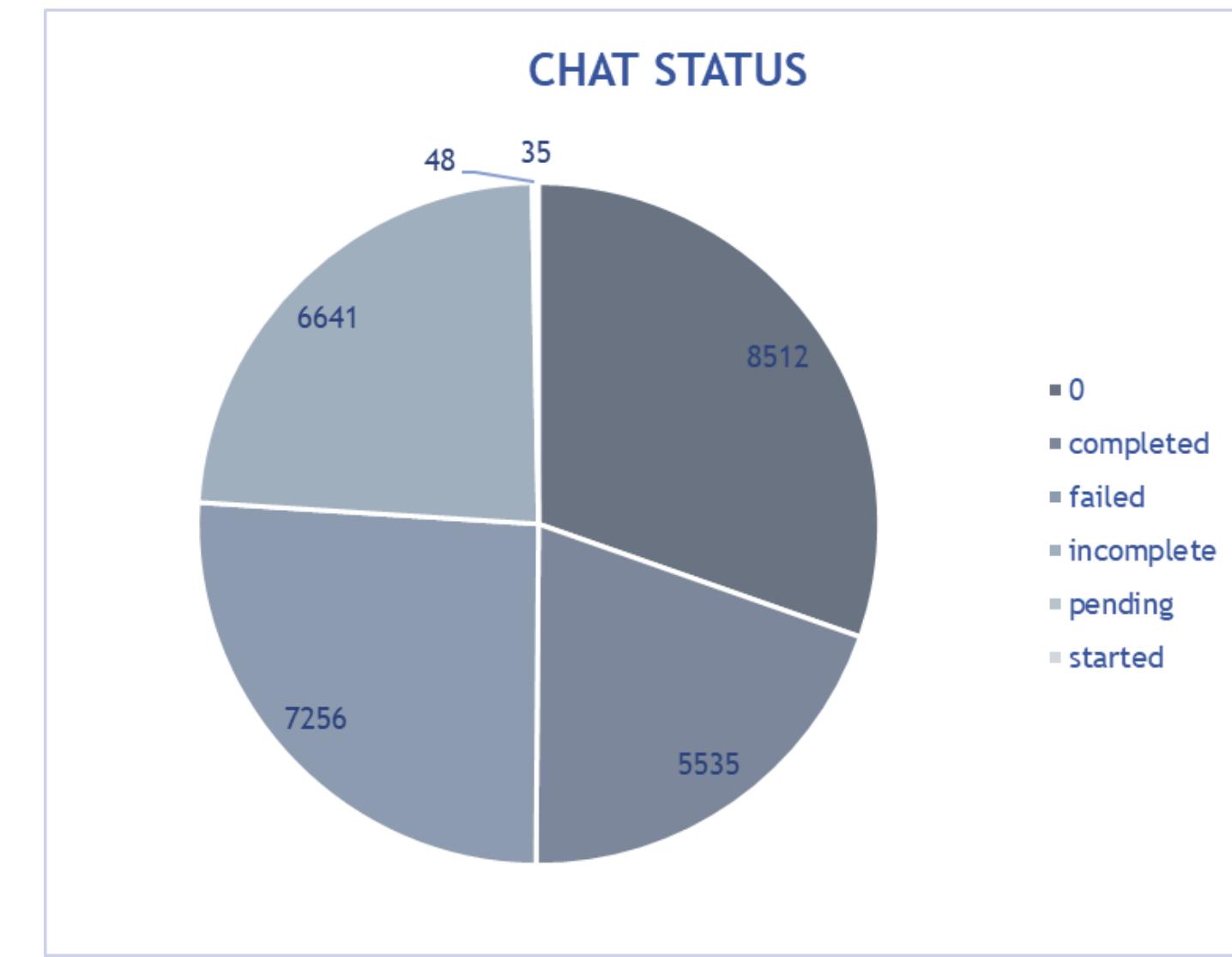
Call hour vs Call status

- Call volume is lowest during early hours and increases steadily as the day progresses.
- Peak call activity occurs between mid-morning and late afternoon, indicating high user engagement during working hours.
- Call volume starts to decline in the evening, showing reduced demand after peak hours.
- The hourly pattern helps identify optimal staffing periods to manage call load effectively.



Chat Status

- Completed chats form the largest share, showing that most chat interactions are successfully resolved.
- A sizable portion of chats fall under failed and incomplete, indicating drop-offs during conversations.
- Pending chats represent ongoing or delayed responses that may affect user experience.
- Very few chats remain in started status, suggesting most sessions quickly move to an outcome.



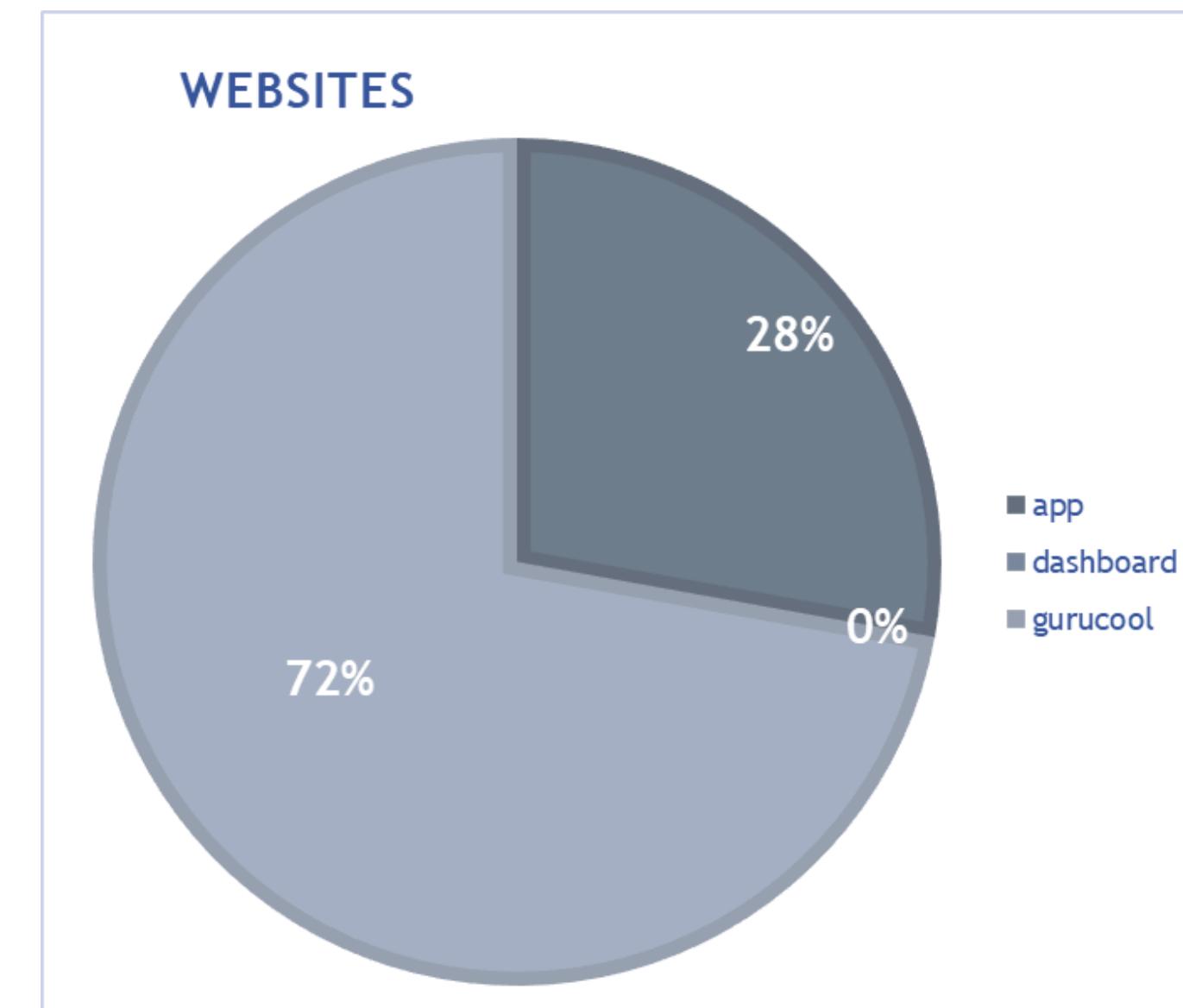
Consultation Revenue

- Call-based consultations generate the highest revenue, making them the primary income source.
- Chat consultations contribute moderate revenue, showing potential for further monetization.
- Public live calls generate negligible revenue, indicating low financial impact.
- Complimentary consultations do not contribute to revenue, as expected from their nature.



Website & App Performance

- The dashboard platform contributes the majority of interactions (72%), making it the primary access channel.
- The mobile app accounts for 28%, showing meaningful but lower usage compared to the dashboard.
- GuruCool shows negligible activity, indicating minimal user engagement from this source.
- The split highlights where user traffic is concentrated, helping prioritize platform optimization efforts.



Strategic Recommendations

1. Increase Agent Availability

- High call load during peak hours needs more active astrologers.
- Reduces waiting time and improves the user experience.

2. Upgrade Call Center Tools

- Slow systems increase handling time and reduce efficiency.
- Smart tech and automation can speed up processes and scale operations.

3. Focused Training Programs

- Skill differences affect ratings and user satisfaction.
- Training improves communication quality and ensures consistency.

4. Balanced Workload Distribution

- Uneven shifts cause burnout and longer errors.
- Better scheduling improves productivity and customer outcomes.

5. Peak-Time Management Strategy

- Structured planning for busy hours ensures higher conversion and satisfaction.
- Optimized staffing leads to maximum revenue capture.

Conclusion

- The data shows that time, ratings, and consultation types directly influence customer experience and revenue.
- Strengthening peak-hour operations, improving astrologer performance, and refining refund processes will help AstroSage scale faster.
- These insights can guide decisions that boost satisfaction, efficiency, and growth.

Excel Dashboard Overview

AstroSage Call Center Investment & Performance Dashboard

