

Astrosage Investment Database Analysis



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

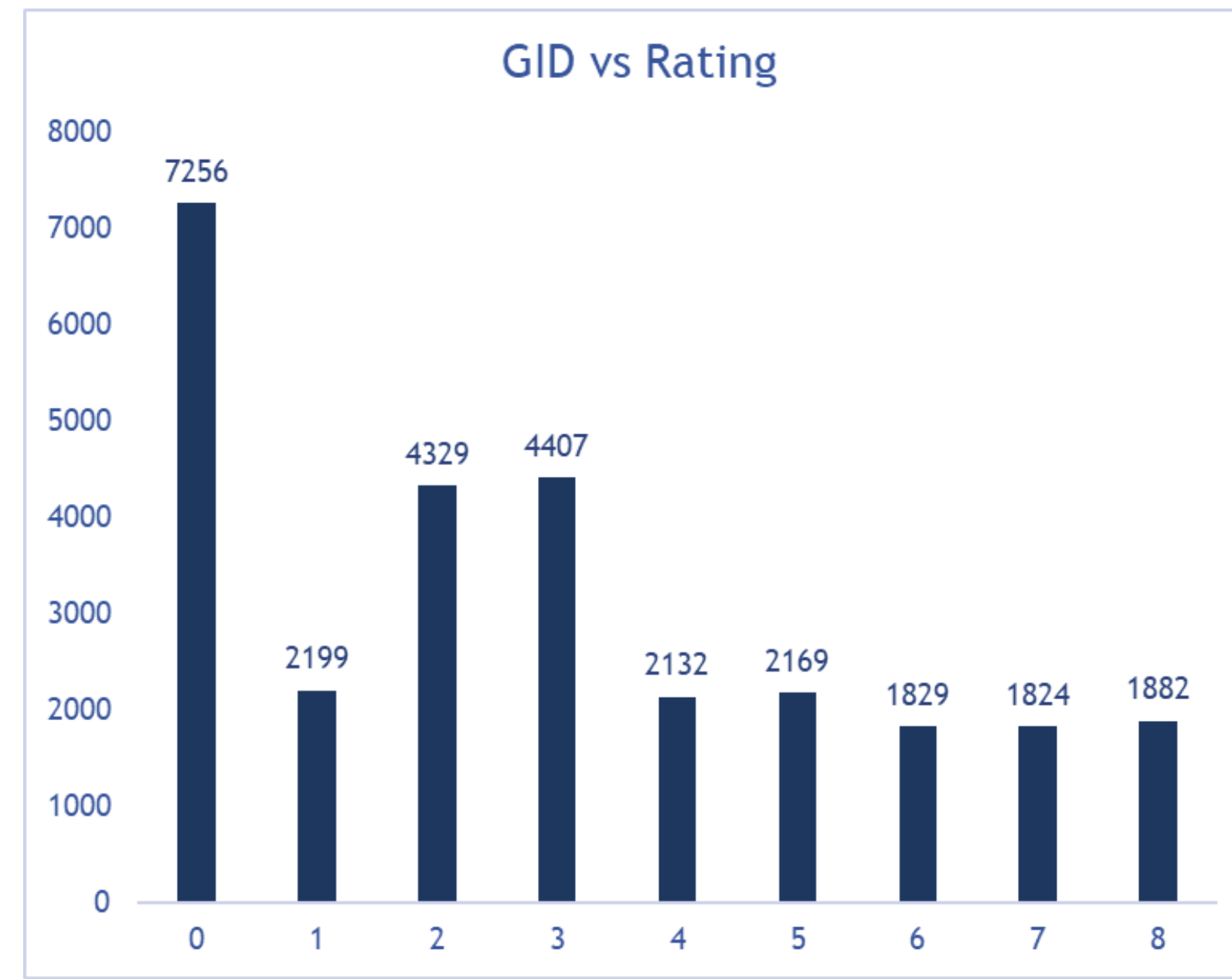
| Users | Gurus | Consultations | Call_Details | Payments |
|--|---|--|--|---|
| <ul style="list-style-type: none">• uid• user_id• region | <ul style="list-style-type: none">• gid• guru_id• guru_name | <ul style="list-style-type: none">• consultation_id• uid• gid• consultation_type (Call / Chat / Public 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.

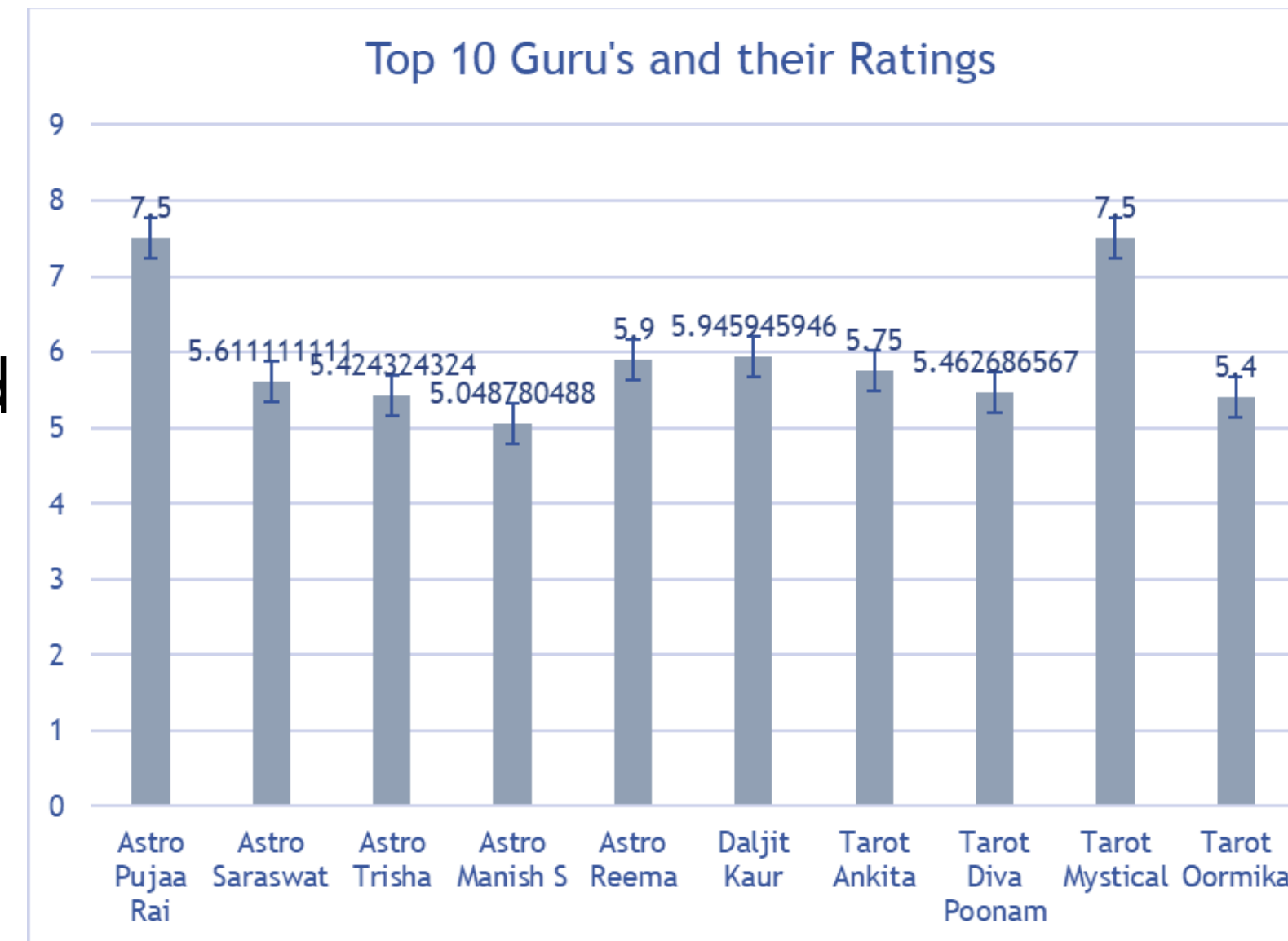
GurulD vs Rating

- 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.



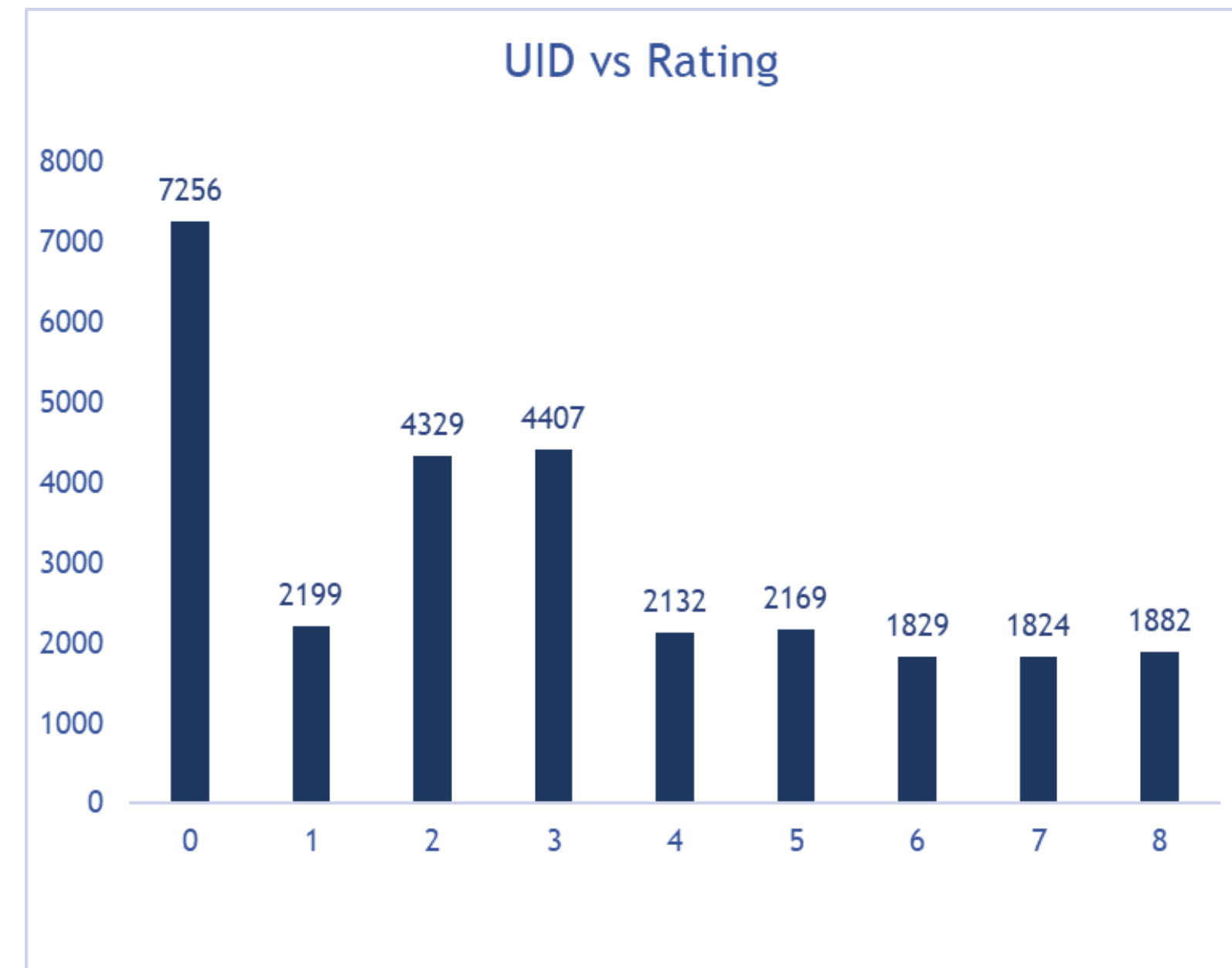
Guru Rating Analysis

- The ratings of the top 10 gurus mostly range between 5 and 6, showing consistent but moderate customer satisfaction.
- Astro Pujaa 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.



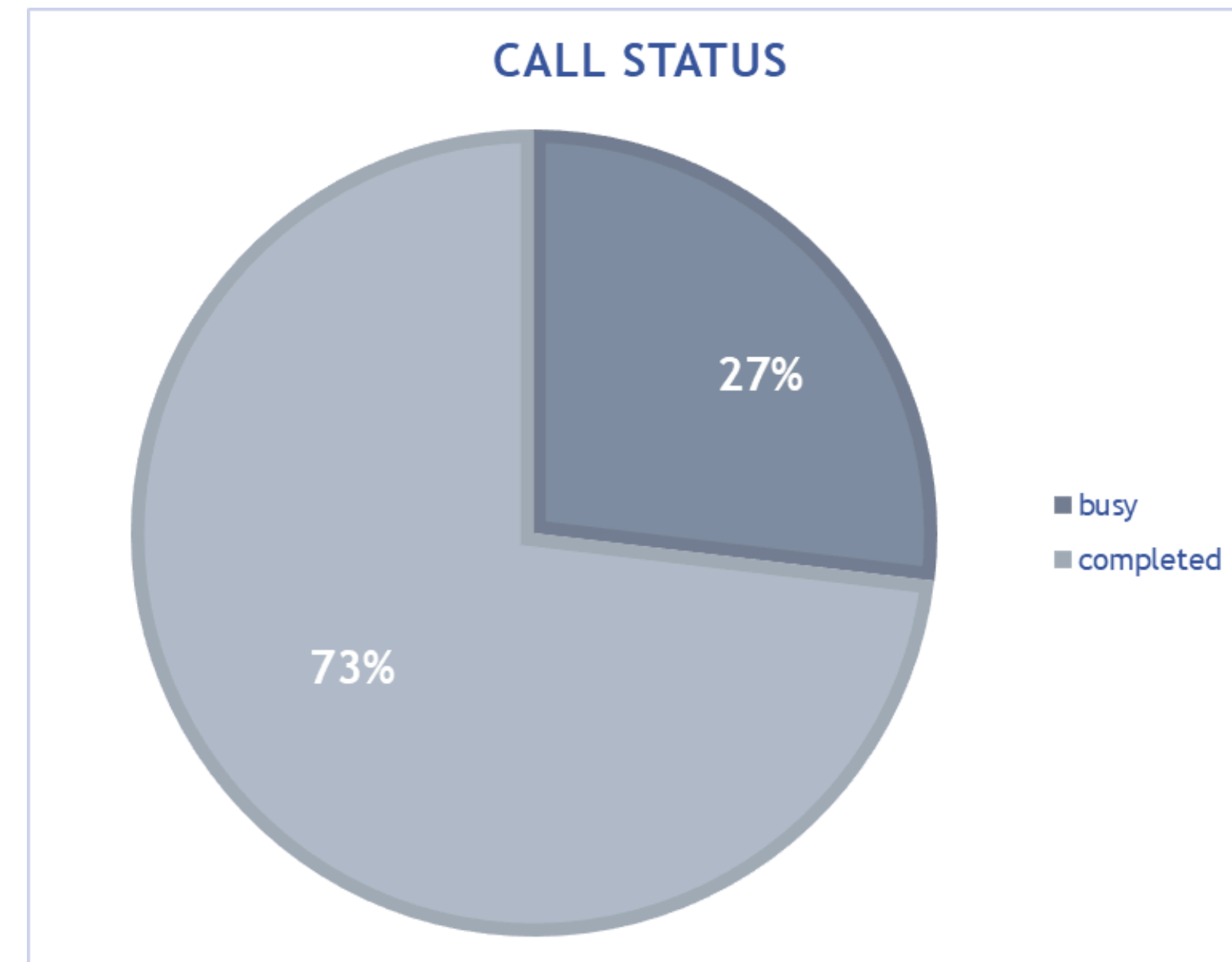
UserID vs Rating

- 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.



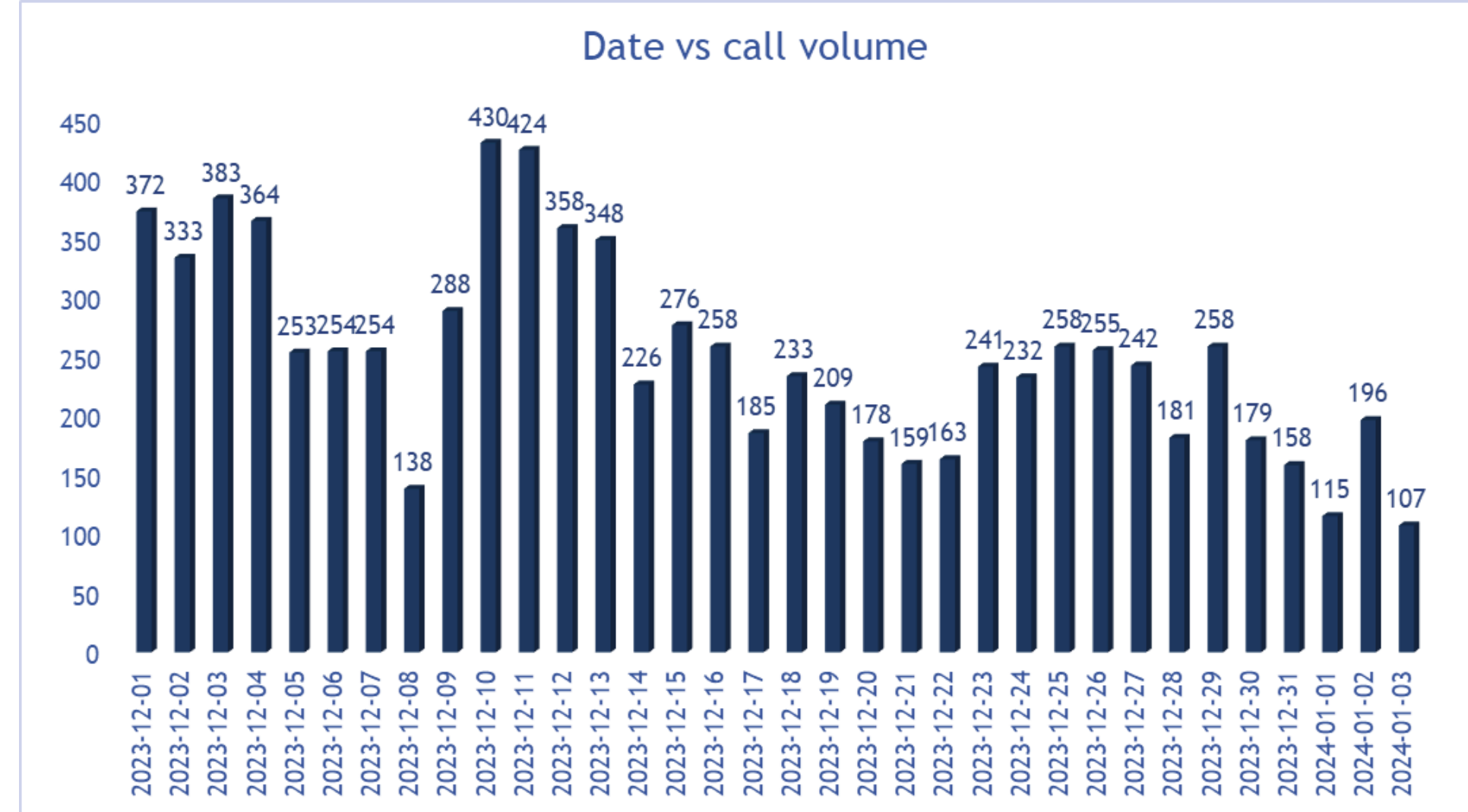
Call Status

- 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.



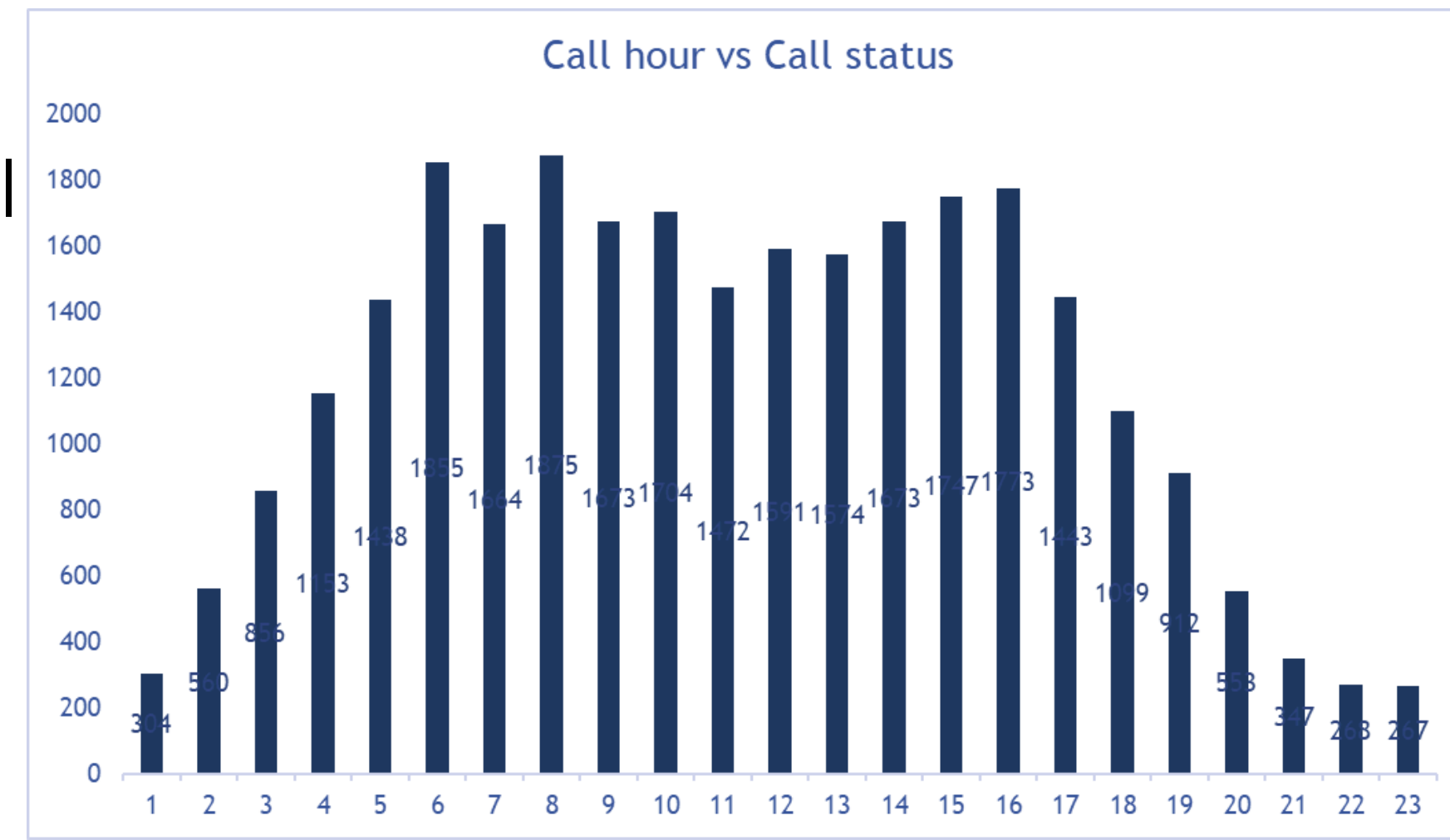
Date vs Call Volume

- 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.



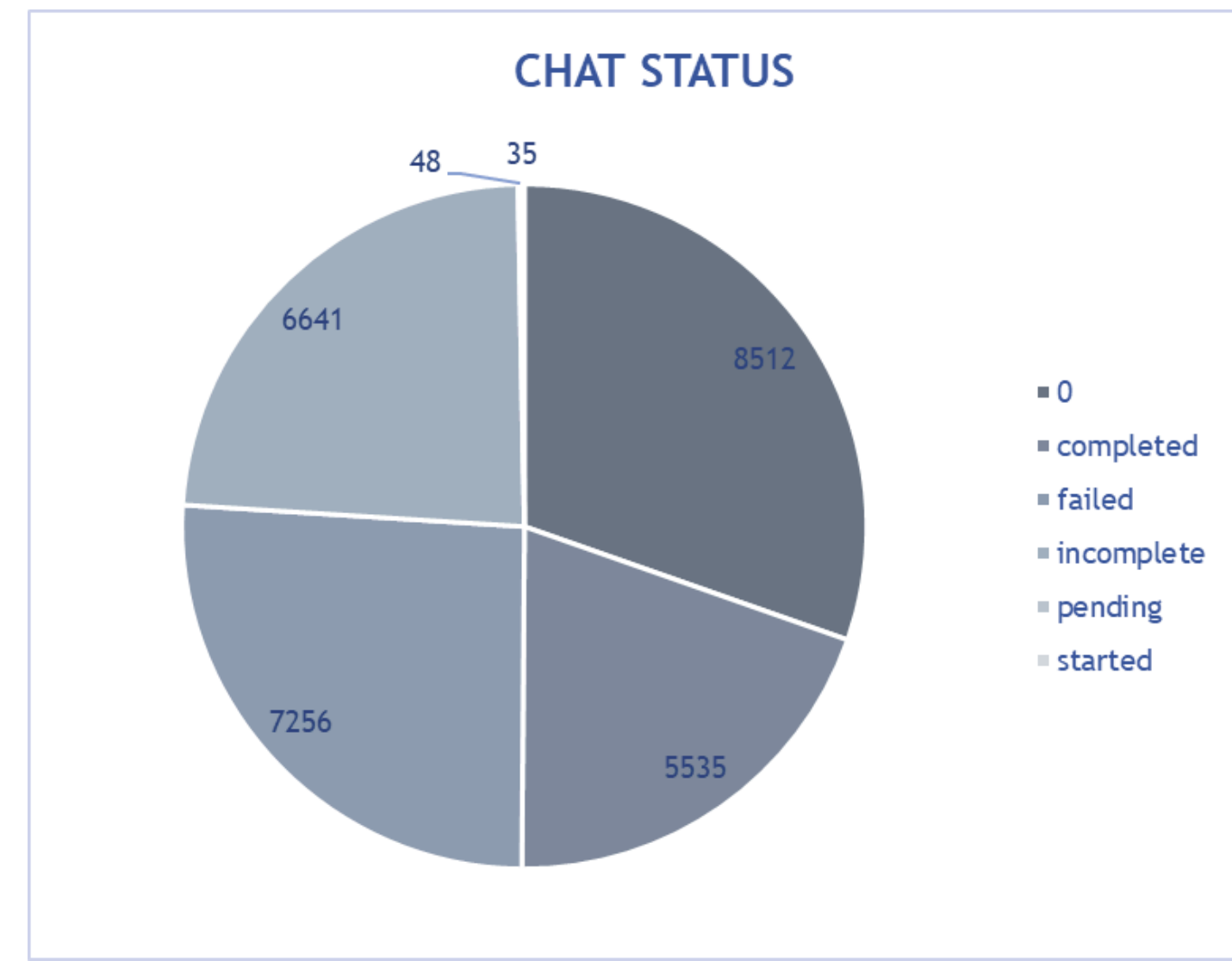
Call hour vs Call status

- 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.



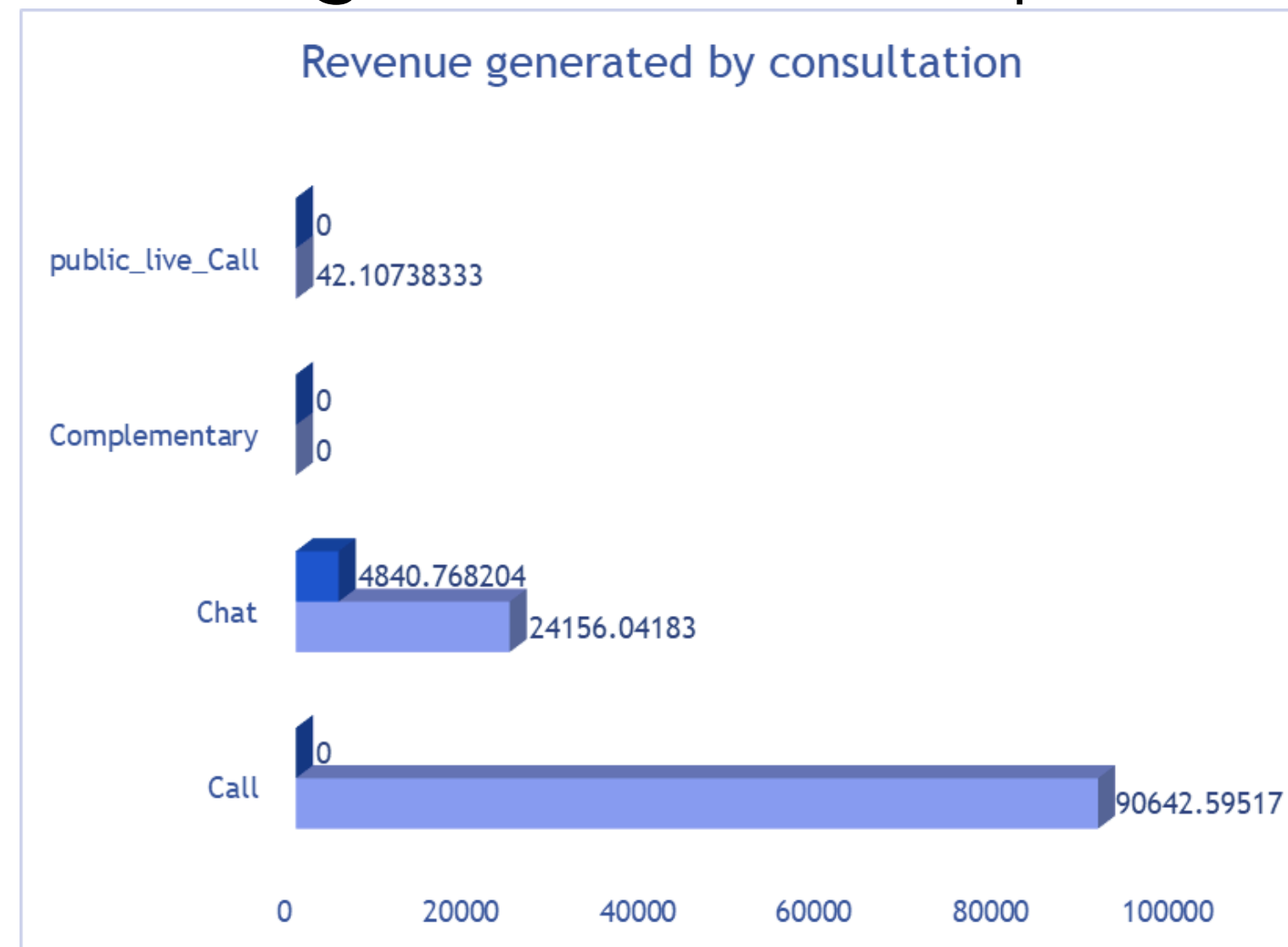
Chat Status

- 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.



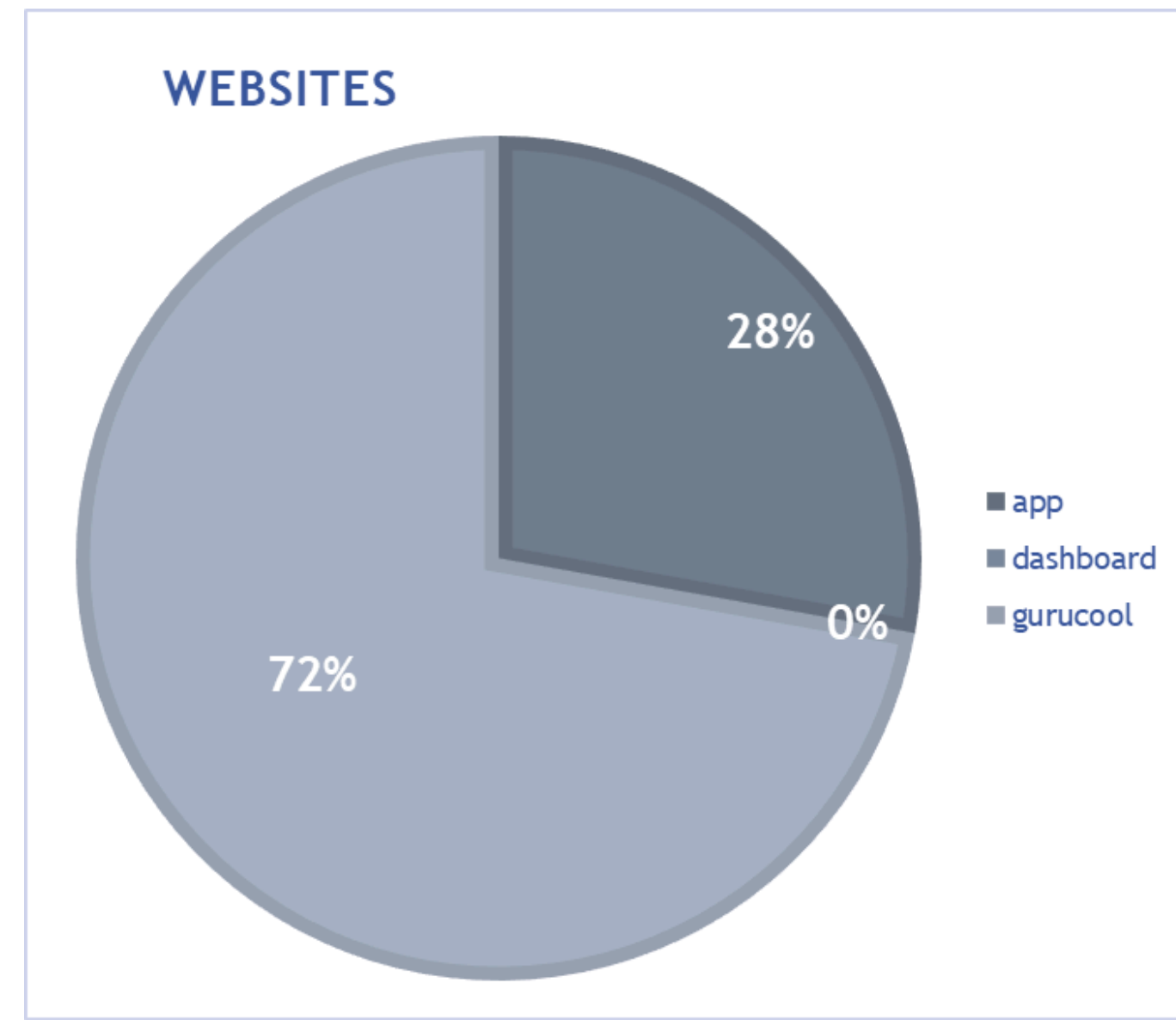
Consultation Revenue

- 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

Average Daily
Call Volume

52

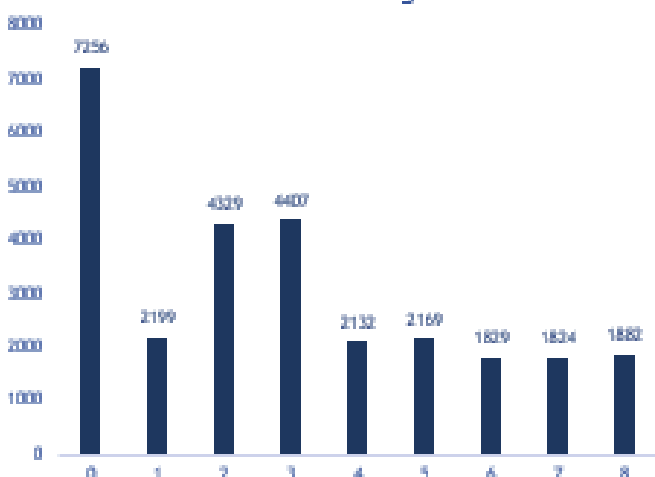
Total Revenue
Generated

114841

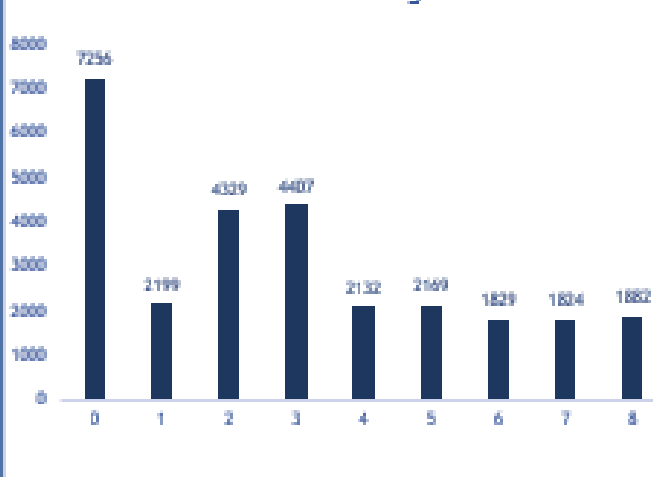
Call Completion
Rate (%)

85

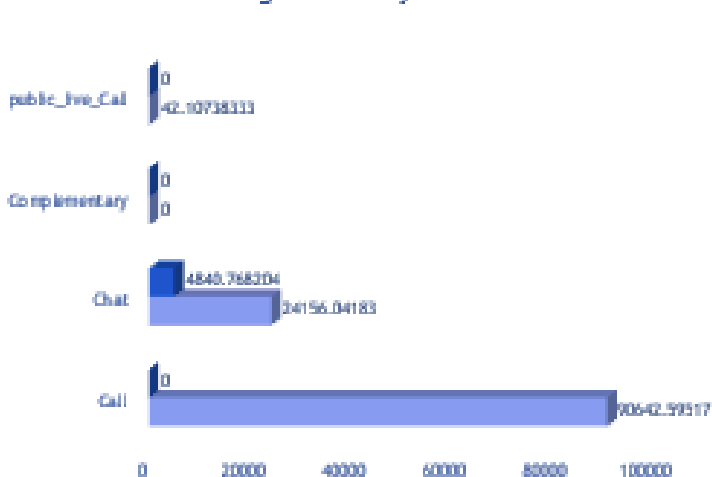
GID vs Rating



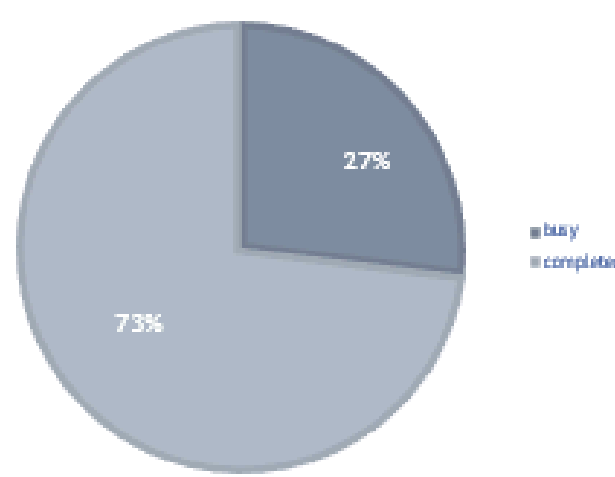
UID vs Rating



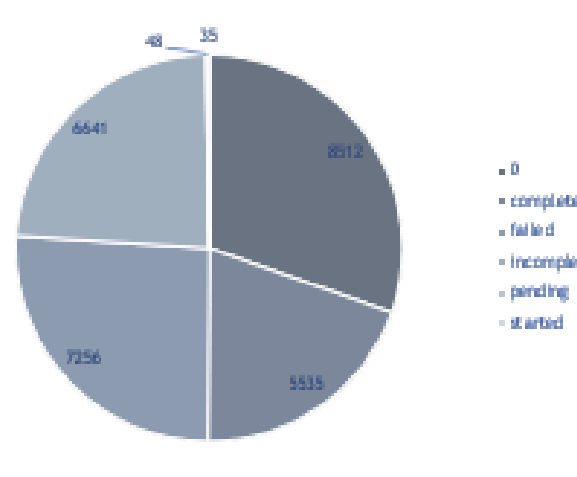
Revenue generated by consultation



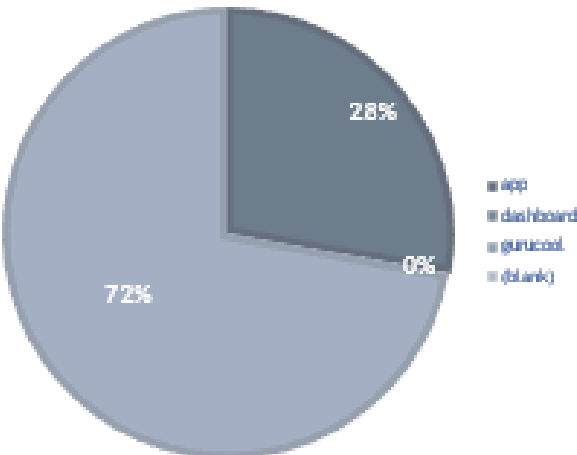
CALL STATUS



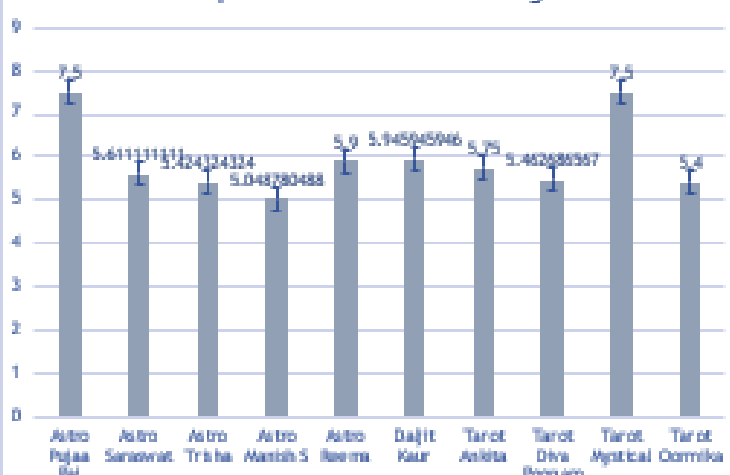
CHAT STATUS



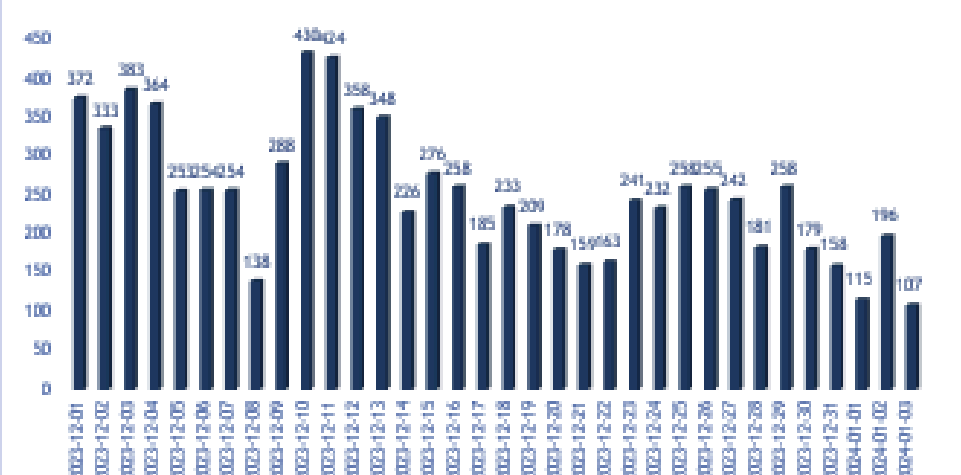
WEBSITES



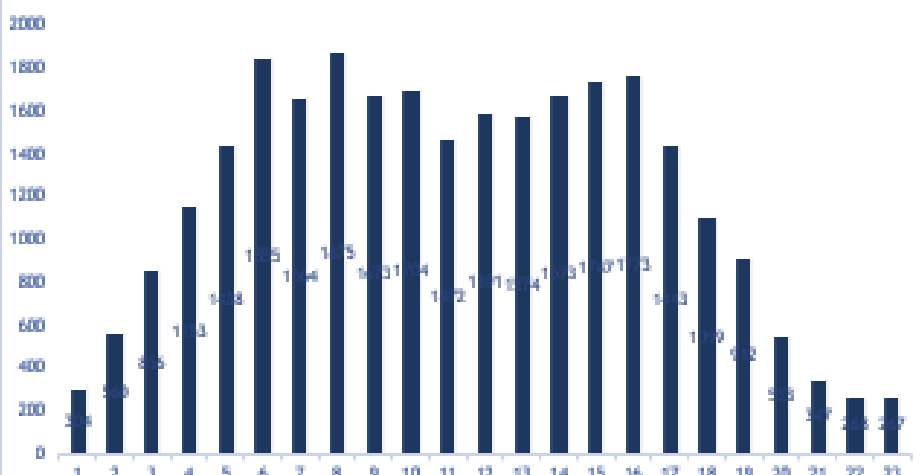
Top 10 Guru's and their Ratings



Date vs call volume



Call hour vs Call status



consult...

Call

Chat

Complimentary

public_live_Call

(blank)

website

app

dashboard

gurusocial

(blank)

date

2023-12-01

2023-12-02

2023-12-03

2023-12-04

2023-12-05

2023-12-06

2023-12-07

2023-12-08

2023-12-09

2023-12-10

2023-12-11

2023-12-12

2023-12-13

2023-12-14