

Astrosage
Investment
Database Analysis



AstroSage

Problem Statement

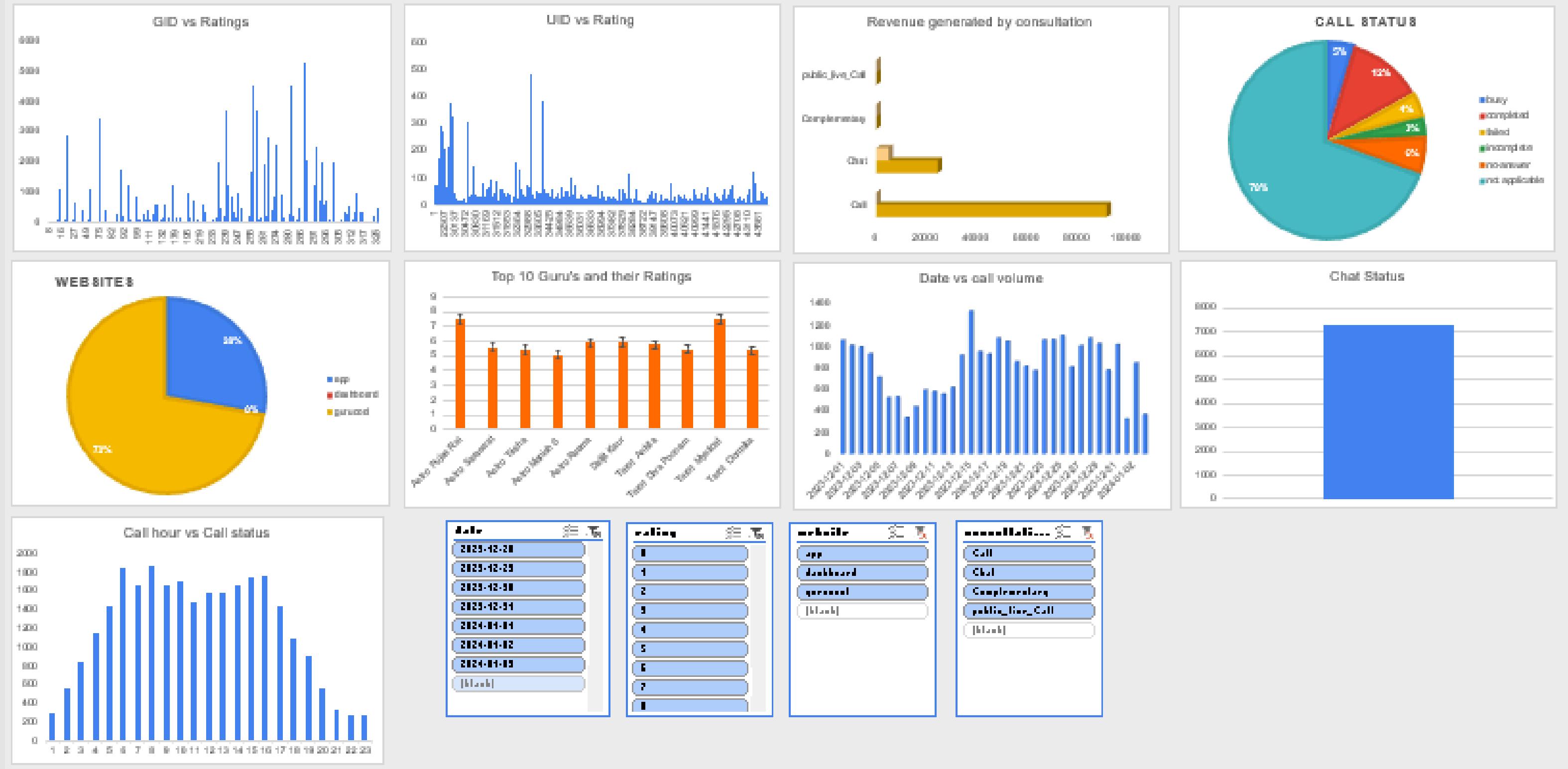
- AstroSage is dealing with operational gaps that affect user satisfaction and revenue.
- Peak hours bring heavy call traffic, which leads to delays and capacity issues.
- Astrologer performance varies widely, which affects ratings and conversions.
- Refund processes are slow, which reduces user trust.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

Excel Dashboard Overview

AstroSage Call Center Investment & Performance Dashboard



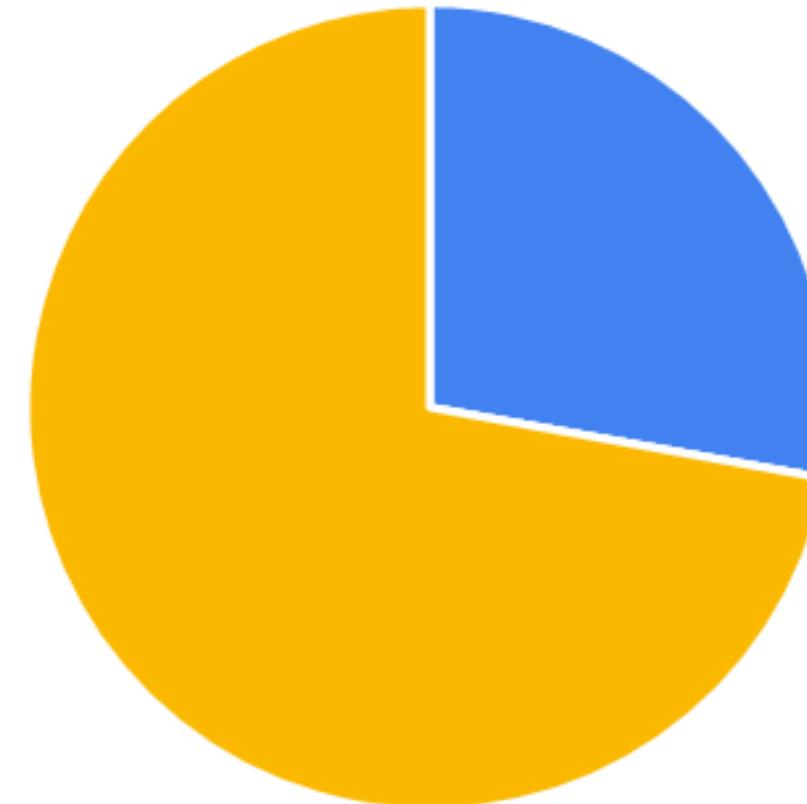
Revenue Drivers

- 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.

Website & App Performance

- Most users access the service through the mobile app rather than the website.
- This highlights the need to prioritize app performance, UX and in-app engagement.
- Improving mobile experience directly improves retention and revenue.

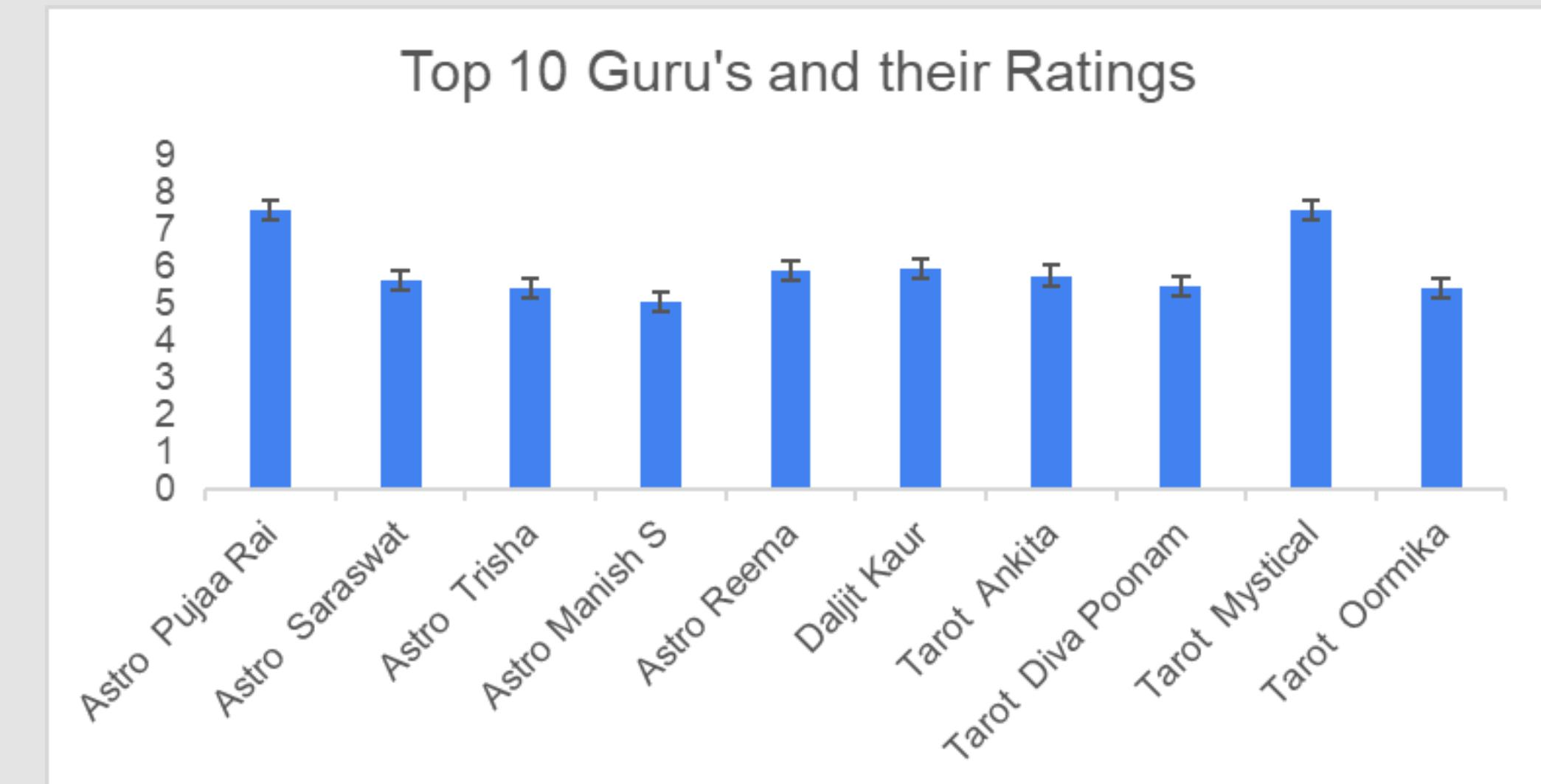
Websites



■ app
■ dashboard
■ gurucool

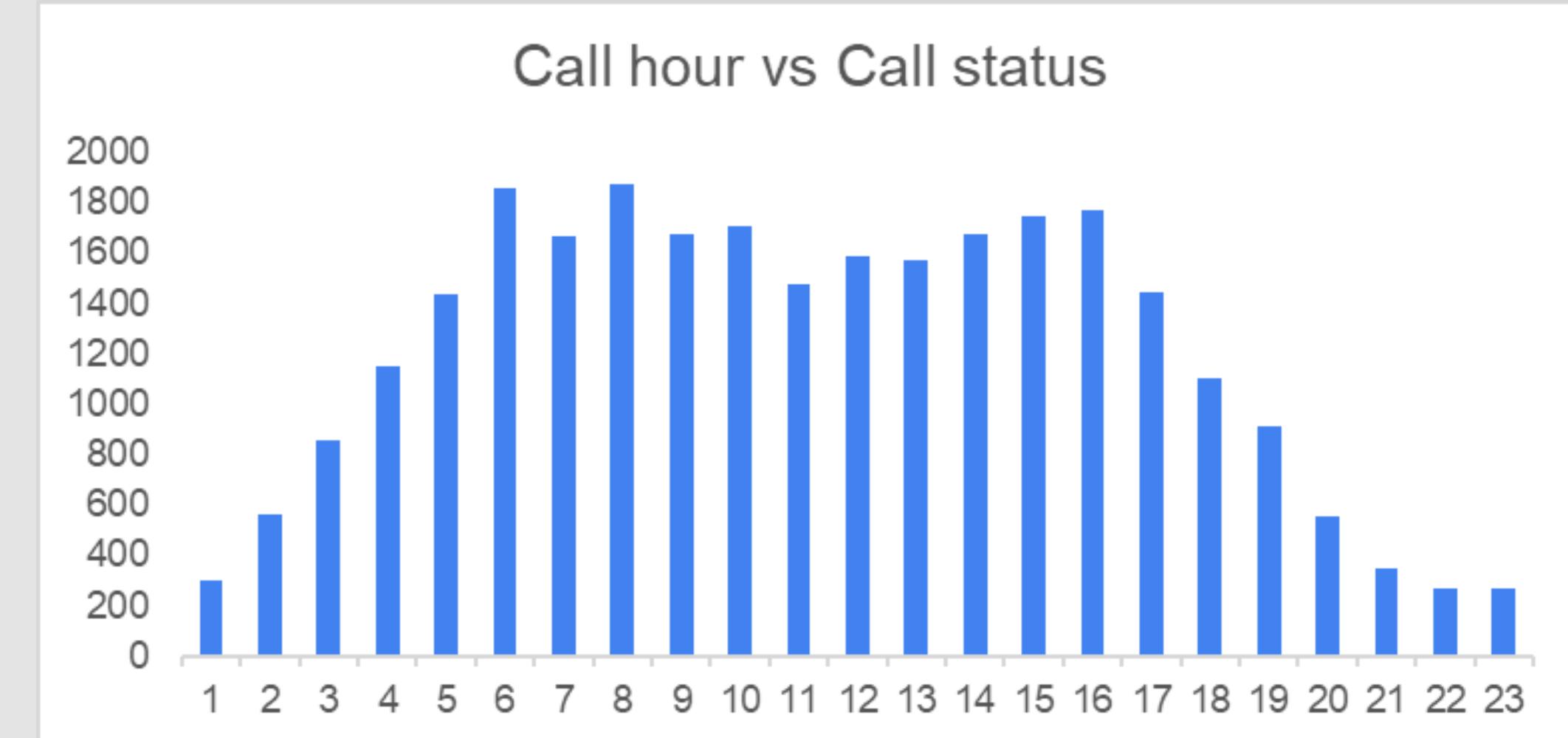
Guru Rating Analysis

- High-rated astrologers handle more consultations and earn significantly more.
- Ratings reflect user trust, so expertise directly impacts revenue and engagement.
- Identifying top performers helps set quality benchmarks for others.
- Variation in ratings shows gaps in service consistency that need targeted training.



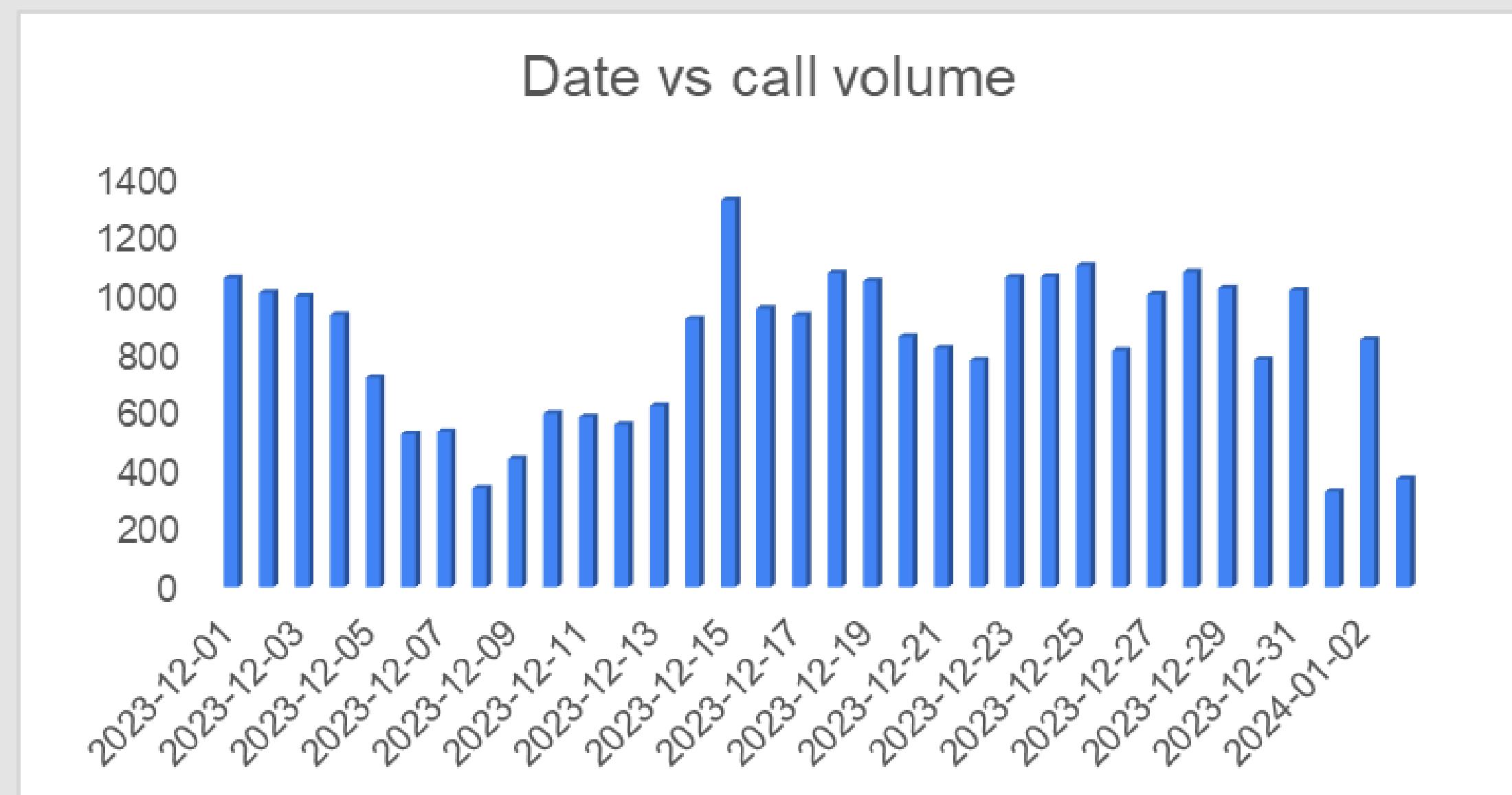
Call Status vs Call Hour

- Maximum call activity occurs between 12 PM and 4 PM.
- A large portion of calls during this window show a “busy” status.
- This clearly indicates understaffing or scheduling issues during peak hours.
- Adjusting astrologer availability around these hours can reduce missed calls and increase revenue.



Date vs Call Volume

- Certain days, especially weekends or event-related periods, show higher call counts.
- Daily trends help forecast staffing needs and plan for traffic spikes.
- Unusual spikes often link to marketing campaigns or external events.
- Understanding these patterns helps allocate resources more efficiently.



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.