Hopify Products & Customer Insights

Simulated Data Analysis | Business Analyst Portfolio Project

Hopify

Q2

Business Problem

Hopify, a fictional SaaS company, initiated a product and customer behavior analysis to better understand purchasing patterns, product bundling performance, and segment-specific behaviors across its three key customer groups: Enterprise, Mid-Market, and SMB.

Leadership sought answers to three key questions:

- Which customer segments are generating the highest order values, and through which product categories?

- How do product support interactions correlate with churn behavior across segments?

- Where can cross-sell or bundling opportunities be expanded to improve retention and revenue?
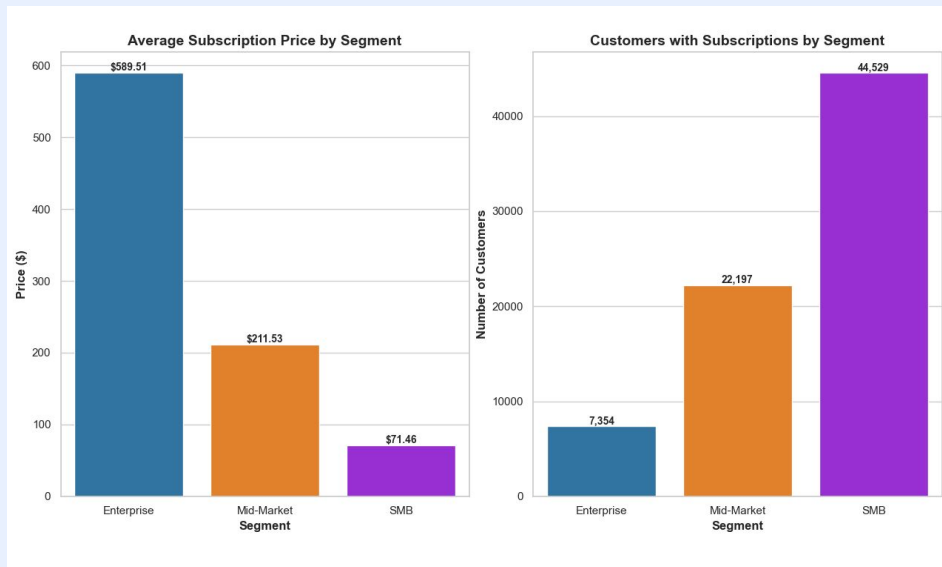
Customer Behavior by Segment

Summary of product engagement, AOV, and churn risk by customer segment

Enterprise	Mid-Market	SMB
💰 Highest AOV across categories	📦 Diverse product mix	🛒 Frequent, low-value orders
🔗 Favors analytics + support bundles	🔄 Prefers automation tools	🧩 Buys low-cost add-ons
🧭 Low churn, slow expansion	⚠️ Support delays + high churn risk	🚨 Highest churn risk post-signup

📌 *Behavioral insights reveal strong alignment between product engagement and churn risk—especially in SMB and Mid-Market segments.*

Segment Pricing Strategy: Subscription Value vs Customer Volume

- SMB accounts for the majority of active subscriptions but pays the lowest average price ($71).

- Enterprise segment pays 8x more per subscription than SMB but represents only ~10% of active subscribers.

- This reinforces a high-volume/low-value model for SMB and a high-value/low-volume model for Enterprise.

Average Subscription Price by Segment

Enterprise: $589.51
Mid-Market: $211.53
SMB: $71.46

Customers with Subscriptions by Segment

Enterprise: 7,354
Mid-Market: 22,197
SMB: 44,529

Support Ticket Volume v. Resolution Time

- Mid-Market submits the most support tickets, suggesting greater complexity or onboarding needs.

- SMB waits longest (2.9 days), despite lower volume — potential churn trigger.

- Delays likely contribute to higher churn risk in SMB and Mid-Market segments.

Support Ticket Volume and Resolution Time by Segment
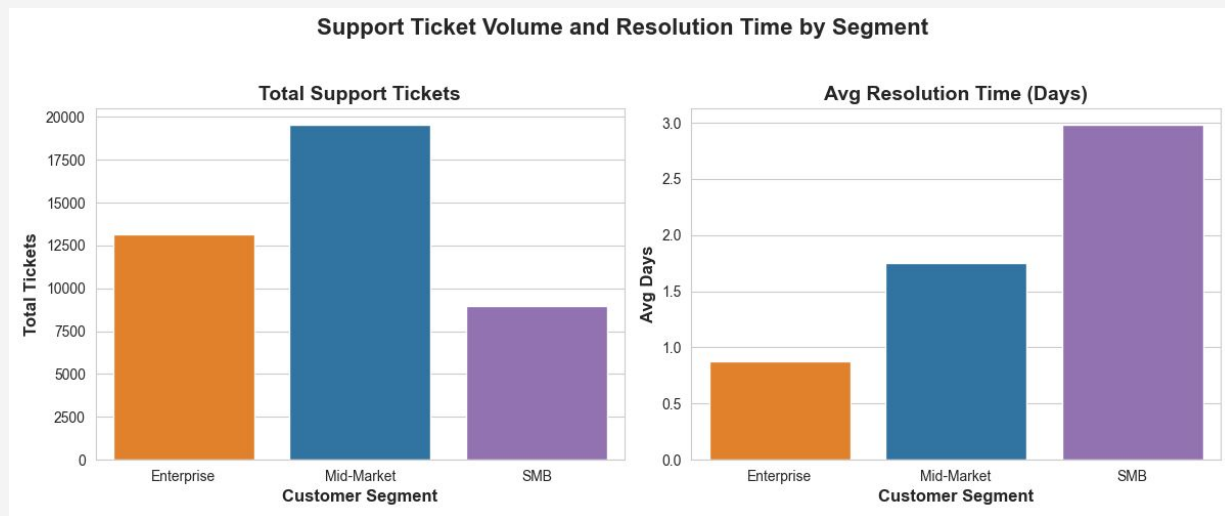
AOV by Product Category & Segment

- Enterprise leads in AOV across most product categories.

- SMB shows more variation, with Storefront Tools and Logistics driving higher value.

- Mid-Market holds a consistent mid-tier position across categories.

Average Order Value by Product Category and Segment
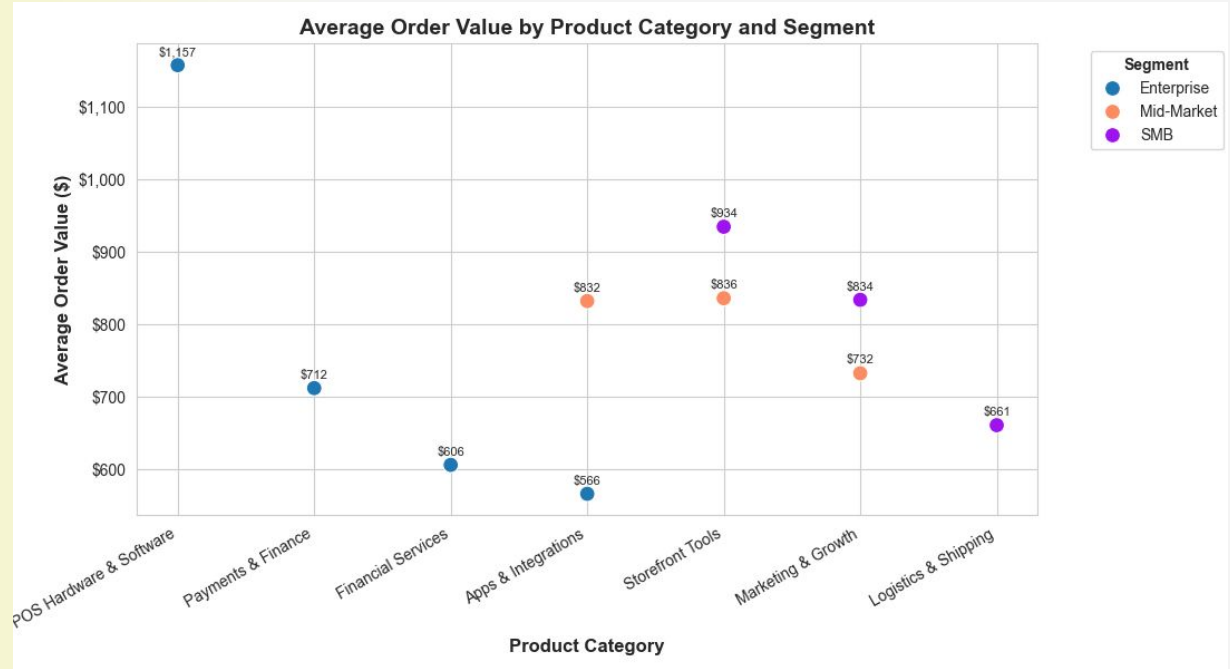
Top Cross Sell Product Categories: Average Order Value (AOV) by Segment

- SMB: Most common pairings are Storefront Tools + Logistics.

- Mid-Market: Favors Integrations + Growth Tools.

- Enterprise: Leans toward POS Hardware + Financial Services.

🎯 Tailoring cross-sell offers by segment can improve upsell rates and customer retention.

Top 2 Cross-Sell Category Combos by Segment
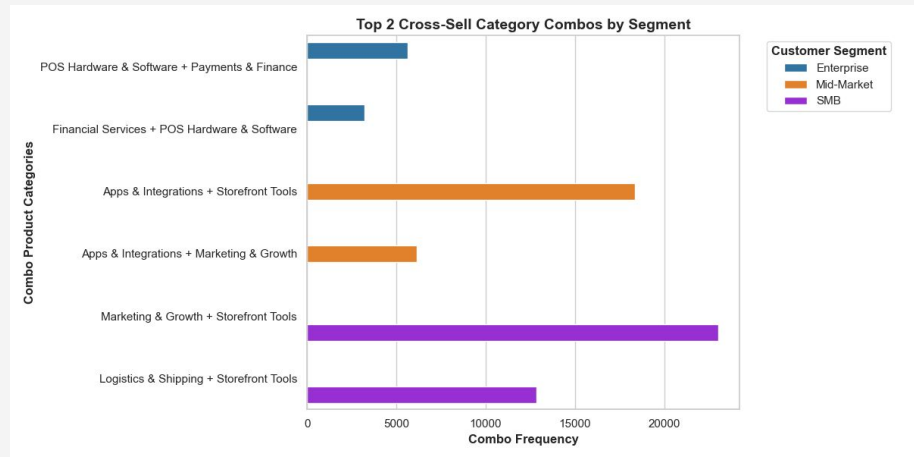
📌 *Results based on observed purchasing behavior, not theoretical combinations.*

7

Summary: Key Findings & Next Steps

🔍 Key Findings:

- Enterprise: Low churn, high AOV — ripe for expansion.
- Mid-Market: High support volume — onboarding friction and tool complexity likely.
- SMB: Highest churn and slowest resolution — vulnerable to dissatisfaction.

🧠 Recommendations:

- Enterprise: Launch expansion campaigns targeting premium products and value bundles.
- Mid-Market: Strengthen onboarding and introduce tiered support (e.g., chat, knowledge base).
- SMB: Streamline support flows; offer guided setup to reduce churn.
  All Segments: Align cross-sell offers with top product combos to boost CLTV.

Thank you!

Happy to discuss further - just reach out!

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🌐 Portfolio: Business Analysis Portfolio

⬛ Github: https://github.com/j-herman99/hopify-saas-kpi-analysis