

# Hopify Business Analysis Portfolio

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Role Focus: Business Analyst · Strategic Finance · Revenue Operations

Tools Used: SQL | DBeaver | Excel | Python

## Portfolio Overview

This portfolio highlights a series of applied business analysis projects for Hopify, a fictional SaaS company modeled after Shopify. Each project presents actionable insights for non-technical audiences—finance, strategy, sales—and showcases business impact, clarity, and decision support.

## Included Projects

### 1. Churn & Retention Analysis

Goal: Identify churn risks and support behavior across customer segments.

Key Deliverables:

- Monthly churn vs target
- Cohort retention by segment
- Churn risk by support ticket volume

✓ Includes Executive Summary, Slide Deck, and Appendix Visuals

### 2. Revenue & Profitability Analysis

Goal: Evaluate CAC, LTV, ARPU, MRR trends and segment profitability.

Key Deliverables:

- CAC payback + LTV vs target
- MRR & Expansion Revenue performance
- NRR / GRR over time

✓ Includes Executive Summary, Slide Deck, and Appendix Visuals

### 3. Product & Customer Insights

Goal: Explore AOV trends, product preferences, and support demand.

Key Deliverables:

- AOV by segment and product category
- Ticket volume vs resolution time
- Top cross-sell combos by segment

✓ Includes Executive Summary, Slide Deck, and KPI Visuals

## Contact & Access

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