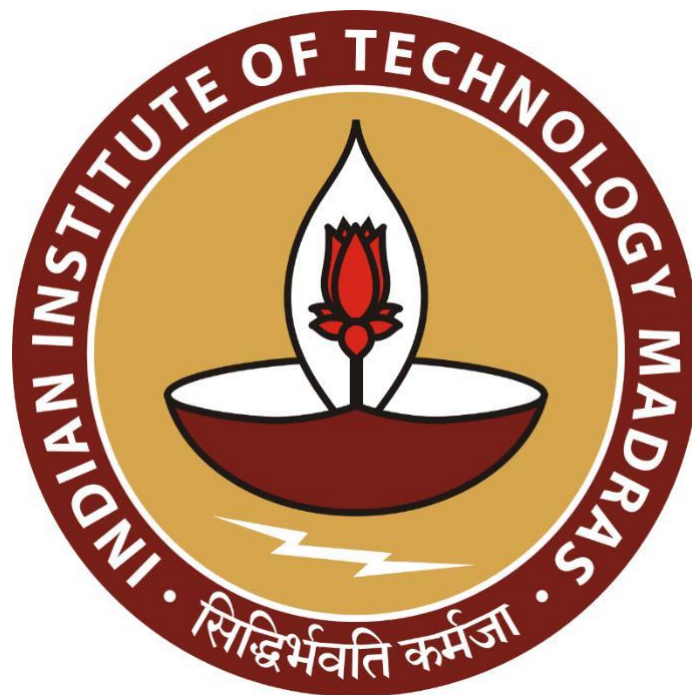# Refining Revenue and Engagement Growth Strategies through Service Usage Analysis in Online Astrology Service Company

A Proposal report for the BDM capstone Project

Submitted by

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Declaration Statement

I am working on a Project Title "**Refining Revenue and Engagement Growth Strategies through Service Usage Analysis in Online Astrology Service Company**". I extend my appreciation to **Hindu Panchang**, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered through primary sources and carefully analysed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the information of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.

Signature of Candidate: (**Digital Signature**)

Name: Kavisha Tankle

Date: May 30th, 2024

1 Executive Summary

The project focuses on an online astrology consultation company named Hindu Panchang, located at Shaheed Park (main office), Ujjain City, Madhya Pradesh. The business is B2C and deals in the segment of personalized astrological guidance and horoscope services through a dedicated app.

The major business issues that Hindu Panchang is facing are low user retention rate, high cost per acquisition and decrease in revenue mainly due to marketing challenges and lack of technological adaptation.

The issues will be addressed by analysing the data, via different analytical approaches to obtain a fruitful outcome. For instance, to improve user retention, the usage data of few main services provided by the app will be analysed to improve personalized recommendations and implement loyalty programs. To reduce the CPA, marketing channel performance will be evaluated and the budget will be reallocated to the most cost-effective channels. Additionally, to increase revenue, dynamic pricing strategies and cross-selling based on user preferences will be implemented.

The expected outcome will help Hindu Panchang to improve user engagement and satisfaction, boost overall revenue, and expand marketing strategies to flourish their growth.

2 Organization Background

Sir Rajesh Jain founded Hindu Panchang in 2016 and, together with his son Aryan Jain, has driven its rapid popularity growth, achieving over 5 million downloads of their app and maintaining a 4.5 rating on the Play Store. With a user satisfaction rate of 70%, the app flourished from 2016 to 2022. Additionally, Hindu Panchang is in the process of developing its website and has extended its outreach through a dedicated You Tube channel.
At Hindu Panchang, the team's mission is to demystify astrology and make it accessible to everyone. Culturally, most Indians believe that astrology is a powerful tool for self-discovery and personal growth. The goal is to provide users with accurate, insightful, and easy-to-understand astrological information that can enhance their life journey. To achieve this goal, Hindu Panchang offers various services on their app such as Astrology Insights, Birth Chart Analysis, Astrology Guides, Consultations, e-Shopping and Pooja Bookings, among others.

3 Problem Statement

Since January 2023, Hindu Panchang is facing some challenges in business growth, that are quite interlinked with each other. The main three are as follows:

3.1 The Hindu Panchang has been struggling with a low user retention rate, with many users disengaging shortly after their initial interaction. We need to identify key factors influencing user retention and develop personalized strategies to enhance user loyalty and engagement.

3.2 The app is experiencing a rise in the cost per acquisition due to unfavourable advertising policies of Google and heightened competition. This trend stresses the need to analyse current marketing strategies, identify cost-effective approaches, and explore alternative methods to reduce CPA.

3.3 Since a year, Hindu Panchang has seen a decline in revenue generation, suggesting issues with current monetization strategies. We need to analyse user spending behaviour and investigate on new revenue generating schemes and ideas for enhancing financial stability.

4 Background of the Problem

The root cause of the mentioned issues revolves around the marketing challenges and a lack of technological adaptation. Hindu Panchang majorly depends on Google for advertising and hasn't explored other marketing options. Currently, they rely exclusively on an app, though they are now working on a website which could be more affordable to maintain.

Internally, several problems affect user retention for Hindu Panchang. Frequent ads irritate users, high service costs make potential long-term customers hesitant, and a lack of trust causes users to leave quickly. Additionally, not exploring new marketing strategies has led to missed opportunities and higher CPAs. By diversifying its marketing efforts and focusing on user experience, Hindu Panchang can reduce CPAs and achieve sustainable growth.

Externally, Google's advertising policies favour apps and services that spend more on its platforms. This gives better visibility to the businesses who pay more on platforms like Google Play Store, Ad Mob, Console, and Google Ads., making it difficult for Hindu Panchang to compete and increasing the CPA. Intense competition also drives up bid prices, further raising acquisition costs. High CPAs mean Hindu Panchang spends a large portion of its marketing budget on Google Ad Campaign, leaving it with less net revenue.

5 Problem Solving Approach

Methodology used:

The main approach involves closely studying how users use the services to find insights that can solve Hindu Panchang's business problems. We'll look at which services users prefer, spot trends in how they use the app, and figure out what keeps them coming back. This analysis helps us adjust our services to better fit what users want, which should keep them happier and spending more. For example, if we notice that astrology consultations are more popular at certain times of the year, we can adjust how we market and price them. This method makes sense because it uses real data to directly tackle our main business challenges.

Intended data collection:

For the purpose of this project, we'll collect a lot of service usage data from the app portal to make better choices for Hindu Panchang. This includes understanding our users—like where they live and what services they prefer. We'll track which services sell best and when. This information will help us plan better ads and promotions. By looking at past sales, we can set prices that suit both our users and us. We'll collect service usage data from the app from roughly around March 2024 to May 2024. This will significantly include 4 main data tables: Kundalin services, Shubh Mahurat consultations, Para marsh advices and e-Shopping data. This data helps us understand user needs, aiding in growth and user satisfaction. Moreover, we might gather data of further categories for predicting accurate recommendations (if needed).

Analysis tools:

We will use Microsoft Excel and Google Spreadsheets for collecting, cleaning, sorting, and analysing data through charts. Excel helps us organize and understand big sets of data quickly. We'll use it to see trends in how users interact with our app and which services make the most money. For instance, Pareto charts can highlight top-selling products and services, guiding marketing and stock prioritization efforts. Bar charts can compare shopping and Para marsh, Mahurat and Kundalin services patterns across customer segments, informing targeted promotional strategies. Scatter plots analyse correlations between factors like purchase frequency and customer loyalty, optimizing loyalty programs. Time-series analysis tracks sales trends over time, enabling timely adjustments to pricing and promotions. These tools are easy to use and widely accessible. Optionally, for more advanced analysis, we might use Python frameworks like Pandas and MATLAB (as per the needs). Pandas helps with complex data manipulation, and MATLAB is great for numerical computing and visualizations. This combination of tools ensures we can handle data efficiently and gain detailed insights to address Hindu Panchang's challenges.

6   Expected Timeline
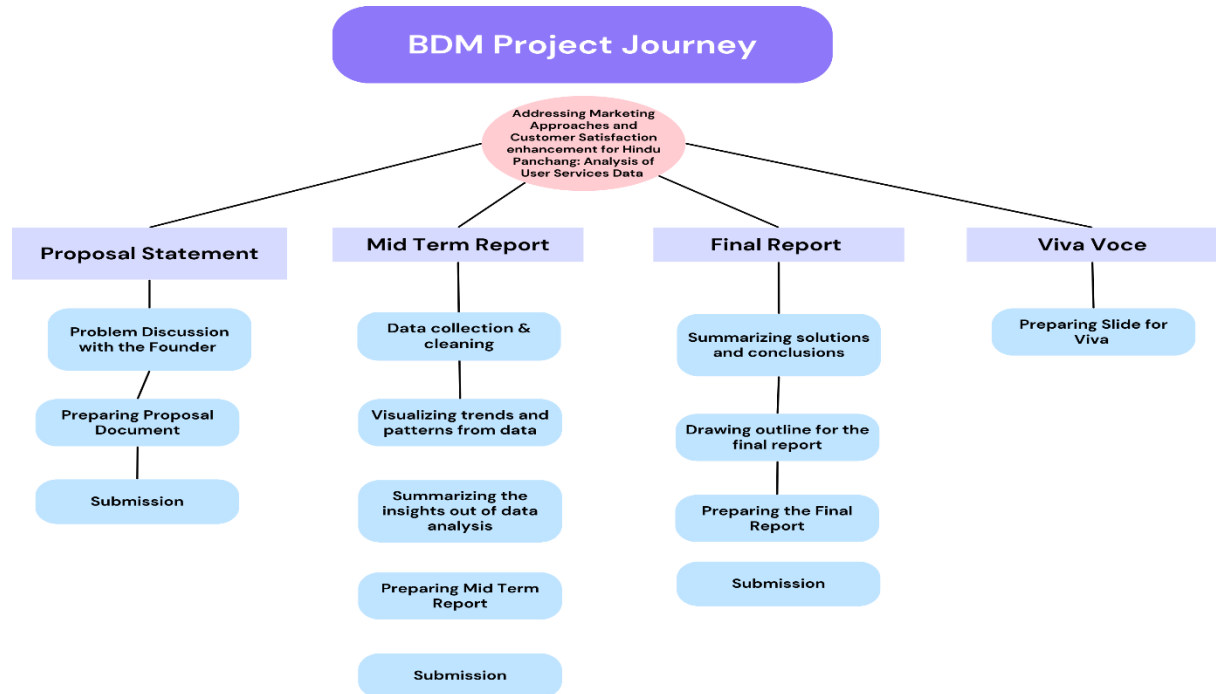
6.1   Work Breakdown Structure:

Figure 1 Expected work breakdown of the project.
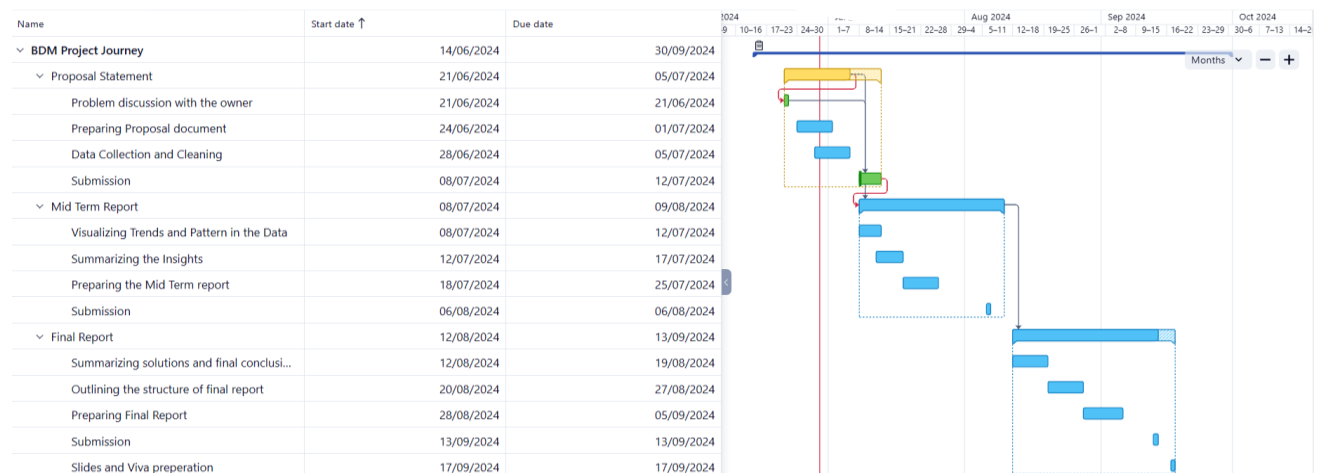
6.2   Gantt chart:

Figure 2 Expected timeline for completion of project.

7   Expected Outcome

7.1 Improved user retention through personalized recommendations and loyalty programs, leading to more users coming back to the app regularly.

7.2 Reduced cost per acquisition by finding the best marketing channels and reallocating the budget to the most effective ones.

7.3 Increased revenue through dynamic pricing techniques and cross-selling based on user preferences, maximizing each user's value.

7.4 Better understanding of user demographics, behaviour and preferences, enabling more targeted and refined marketing schemes, subscription models and offer plans.

7.5 Higher user satisfaction and engagement by tailoring services to better meet their needs and expectations.

7.6 Identification of technological gaps and implementing necessary changes to enhance the app's performance and user experience.

7.7 Expanded marketing strategies based on data insights, leading to a broader market reach and business growth, plus overall profitability by reducing unnecessary expenses.

7.8 Identification of the most popular services and peak usage times, allowing for better resource allocation and service availability.