Cluster 1 Overview

- **Total Transactions**: 4933
- **Total Revenue (Amount Paid)**: ₹1,23,53,497

Key Insights (Percentages)

1. **Top Contributing Branches**:
   - **Branch 137** contributes **23.1%** of total transactions (1138 out of 4933).
   - **Branch 126** accounts for **18.2%** of transactions.
   - **Branch 131** contributes **14.7%**.
   - Together, these top 3 branches represent **56%** of the total transaction volume, making them critical for revenue generation.
2. **Branch Types**:
   - **Active User Branches** contribute **62.7%** of the transactions (3091 out of 4933).
   - **Profit Share Branches** contribute **23.7%** of the transactions.
   - **Revenue Share Branches** contribute **8.4%**, while **Company Owned Branches** account for **5.2%**.
   - **Actionable Insight**: Prioritize **Active User Branches** in retention and growth strategies.
3. **Transaction Types**:
   - **Renewals (2.0)** represent **55.7%** of the transactions (2748 out of 4933).
   - **New Sign-Ups (1.0)** make up **44.2%** of the transactions (2179 out of 4933).
   - **Additional Books (4.0)** transactions are minimal at **0.12%**.
   - **Actionable Insight**: Focus on promoting **renewals** with loyalty programs and offers, and upsell additional services to **new sign-ups** to increase retention.
4. **Subscription Durations**:
   - **6-month subscriptions** account for **95.5%** of all transactions (4710 out of 4933), showing a clear preference.
   - **12-month subscriptions** represent only **2.1%** of the total (104 transactions).
   - **Actionable Insight**: There is a significant opportunity to promote **12-month packages** to members. Offering extended benefits (e.g., reduced reading fees, special discounts) for these longer-term memberships can help balance out the overwhelming popularity of 6-month subscriptions.
5. **Coupon Usage**:
   - **97.9%** of the members (4834 out of 4933) have used a coupon, totaling ₹27,02,390 in discounts.
   - **Actionable Insight**: While coupons are widely used, assess their impact on profitability. Target a reduction in coupon dependency by providing **personalized offers** for high-value members or switching to **tiered discounts**.
6. **Reading Fee Distribution**:

- ○ The average reading fee is **₹2497**. The most common fee paid is **₹2160** (40% of members), followed by **₹2548.80** (28% of members).
  - ○ **Actionable Insight**: Introduce **premium reading experiences** to entice members paying lower reading fees (e.g., ₹2160) to upgrade their packages or services.
7. **Peak Transaction Months**:
   - ○ **April** is the peak month, with **11.9%** of all transactions.
   - ○ **March** accounts for **10.1%**, and **August** for **9.2%**.
   - ○ **Actionable Insight**: Use these peak months to push **renewals** and introduce **limited-time offers** for new members. For slower months, such as **November (6.2%)** and **December (7.2%)**, consider running **retention campaigns** or **special promotions** to maintain customer engagement.

   8 Member Loyalty:

   - ● A significant portion of members has made **multiple transactions** (renewals), indicating a loyal customer base. For instance, members like **M222358** have transacted 7 times.
   - ● **Actionable Insight**: Implement a **loyalty rewards program** to further encourage renewals among frequent users.

8. **Membership Expiry**:
   - ○ **38%** of the memberships will expire in **2024** (1878 out of 4933).
   - ○ **14.4%** will expire in **2025**.
   - ○ **Actionable Insight**: Launch **early renewal campaigns** for members whose memberships are expiring in the upcoming year, particularly in 2024, offering discounts or bonuses for early renewals.
9. **Monthly Sign-Ups**:
   - ○ The highest number of **new sign-ups** occur in **April (6.3%)**, followed by **July (4.07%)** and **June (4.05%)**.
   - ○ **Actionable Insight**: Use these months as the basis for **targeted marketing** campaigns and special promotions to attract new customers.
10. **Monthly Renewals**:
    - ○ **March** has the highest number of **renewals**, accounting for **6.1%** of total transactions.
    - ○ **April** follows closely with **5.6%**, and **August** with **5.4%**.
    - ○ **Actionable Insight**: **March, April, and August** are the key months to promote **long-term renewals** with special perks or loyalty bonuses for continued membership.

Actionable Insights for Display on Web Page

- **Retention Campaigns**: With **55.7% of transactions** being renewals, creating a **renewal incentive program** could significantly increase customer retention. Offers could include **lowered reading fees** or **extra benefits** for members who renew early.
- **Revenue Enhancement**: Since **97.9% of members** use coupons, analyze the effect of coupons on **long-term profitability**. You can try **targeted coupon reductions** for high-value members to optimize revenue without impacting customer loyalty.
- **Branch-Specific Growth**: Since **62.7%** of the transactions come from **Active User Branches**, allocate more resources to these branches to encourage more sign-ups and renewals. Underperforming branches (like **Branch 45**) can be targeted with **training and strategic promotions** to improve performance.
- **Subscription Duration**: Given the **95.5% dominance of 6-month subscriptions**, introducing **longer subscription packages** (12 or 24 months) with additional benefits (discounts, extended reading hours, etc.) could help lock in more long-term commitments, leading to improved revenue predictability.