Comparison of All Clusters: Detailed Overview & Insights

Metrics	Cluster 1	Cluster 2	Cluster 3	Cluster 4
Total Transactions	4933	9099	3650	4784
Total Revenue (₹)	1,23,53,497	1,03,52,328	69,93,595	2,00,98,444
Unique Members	3419	4593	3647	3303
Average Reading Fee (₹)	2497	1089	1429	4512
Top Performing Branch (Transactions)	Branch 137 (1138)	Branch 810 (1520)	Branch 810 (1344)	Branch 810 (2164)
Renewals (%)	55.7% (2748 renewals)	84.2% (7659 renewals)	0.2% (9 renewals)	83.1% (3978 renewals)
Coupon Usage	97% (₹27,02,390 in discounts)	12% (₹4,67,928 in discounts)	15% (₹3,19,926.80 in discounts)	99% (₹55,71,483 in discounts)
Peak Transaction Month	April (587 transactions)	April (1245 transactions)	April (552 transactions)	January (544 transactions)
Top Transaction Type	2.0 (Renewals - 55.7%)	2.0 (Renewals - 84.2%)	1.0 (Signups - 97.5%)	2.0 (Renewals - 83.1%)
Packages	Default Package (4863 members)	Default Package (7863 members)	Default Package (2429 members)	Default Package (2997 members)

Cluster-Wise Insights

Cluster 1:

- **Retention**:
  - **Renewal Rate:** 55.7% suggests a moderate level of retention. Many members are on 6-month plans, which could lead to frequent churn.

- ○ **Improvement Strategy:** Upsell members to **12-month plans** with **renewal incentives** (e.g., bonus reading days, access to premium content). Encourage early renewals by offering **loyalty discounts** or **exclusive rewards**.
- **Revenue**:
  - ○ **High coupon usage** (97%) leads to reduced profitability. Introduce **tiered discounts** based on member engagement or **loyalty programs** to lower discount dependency.
  - ○ **Reading Fee:** The **average reading fee (₹2497)** is healthy, but there's room to upsell **premium packages** to increase the average transaction value.
- **Branch Strategy**:
  - ○ **Branch 137** dominates with 1138 transactions. Replicate its success across **Branch 126 and Branch 131** through **targeted marketing** and **local offers**.
- **Promotions**:
  - ○ April is the peak transaction month. Utilize this period for **targeted campaigns**, offering **seasonal promotions** and **subscription upgrades**.

Cluster 2:

- **Retention**:
  - ○ **High Renewal Rate (84.2%)** indicates strong retention efforts. However, with the **average reading fee** being the lowest at ₹1089, there's room to increase fees while maintaining retention.
  - ○ **Improvement Strategy:** Upsell **higher-tier packages** and **add-on services** to loyal customers to boost revenue while maintaining retention.
- **Revenue**:
  - ○ **Low coupon usage (12%)** signals that discounts aren't the primary driver of customer retention. This is positive for profitability. However, introducing **seasonal promotions** could help drive engagement during slower months.
  - ○ **Reading Fee:** Introduce **premium membership tiers** with access to exclusive book collections or events to raise the average reading fee.
- **Branch Strategy**:
  - ○ **Branch 810** continues to perform best. Focus resources on **Branch 137 and Branch 26**, which also show significant activity, and **expand promotions** in these branches.
- **Promotions**:
  - ○ April is the peak month for transactions. Use this month for **membership renewal campaigns** and **exclusive upgrade offers** for existing members.

Cluster 3:

- **Retention**:

- ○ **Very Low Renewal Rate (0.2%)**: This cluster faces severe retention challenges, with most members opting for short-term (3-month) subscriptions.
  - ○ **Improvement Strategy:** Implement an **aggressive retention campaign**, offering **renewal discounts**, **loyalty rewards**, or **exclusive content** for members who renew. Upsell members to longer subscription periods by highlighting the savings.
- ● **Revenue**:
  - ○ **Low coupon usage (15%)** is an opportunity to offer **targeted discounts** to prevent churn.
  - ○ **Reading Fee:** The **average reading fee (₹1429)** is moderate, but there are 80 members who paid ₹0. Introduce a **minimum fee model** to prevent zero-revenue transactions and promote longer-term packages.
- ● **Branch Strategy**:
  - ○ **Branch 810** remains the top performer with 1344 transactions. Focus on replicating this branch's success across other underperforming branches (e.g., **Branch 26 and Branch 126**).
- ● **Promotions**:
  - ○ April is again the peak transaction month, making it the ideal period for **targeted offers** and **retention campaigns**.

Cluster 4:

- ● **Retention**:
  - ○ **Strong Renewal Rate (83.1%)** shows good member loyalty, especially among those with **12-month subscriptions** (4620 out of 4784 transactions).
  - ○ **Improvement Strategy:** Encourage **multi-year renewals** by offering **extended loyalty rewards** or **exclusive perks** for members committing to 2+ year subscriptions.
- ● **Revenue**:
  - ○ **High coupon usage (99%)**: While this promotes retention, consider lowering the discount levels slightly to increase profitability without affecting renewals.
  - ○ **Reading Fee:** The **highest average reading fee (₹4512)** shows strong monetization. Focus on **premium packages** and **additional services** for high-paying members to drive more value.
- ● **Branch Strategy**:
  - ○ **Branch 810** is the clear leader with 2164 transactions. Replicate its success across **Branch 45 and Branch 126**, which also show good potential.
- ● **Promotions**:
  - ○ January is the peak transaction month. This indicates potential for **New Year promotions** and **membership campaigns** to capitalize on the high engagement early in the year.

Cross-Cluster Recommendations for Retention and Revenue Growth

1. **Peak Months for Subscriptions & Promotions**:
   - **April** is the peak month across most clusters, making it the best time for **promotional campaigns**, **membership drives**, and **exclusive offers**.
   - **Cluster 4** peaks in **January**, making this a prime time for **New Year offers** and **long-term membership promotions**.
2. **Branch-Specific Strategies**:
   - **Branch 810** consistently performs across all clusters, indicating that the strategies used here should be replicated across lower-performing branches.
   - Focus marketing resources on **Branch 137, Branch 26, and Branch 45**, which show significant potential for further growth.
3. **Retention Campaigns**:
   - **Clusters 2 and 4** have strong renewal rates. Continue using **loyalty programs** and **exclusive content access** to maintain this trend.
   - **Cluster 1** needs improved retention strategies, including **early renewal offers**, **personalized communications**, and **longer subscription upsell offers**.
   - **Cluster 3** requires **immediate attention** with aggressive **retention and re-engagement strategies** to prevent further churn.
4. **Optimizing Revenue**:
   - **Reading Fee:** Across clusters, **Cluster 4**'s monetization strategy with a higher average fee (₹4512) should be replicated. Consider **introducing premium-tier memberships** in **Clusters 1 and 2** to increase average transaction values.
   - **Discount Usage: Cluster 1 and 4** are highly reliant on discounts (97% and 99%, respectively). Lowering the discount amounts slightly or introducing **tiered loyalty programs** can help reduce discount dependency without losing customers.
5. **Coupon Strategy**:
   - **Clusters 2 and 3** have low coupon usage, which presents opportunities to introduce **seasonal promotions** to drive member engagement without heavily discounting.

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