**Objective Questions**:

1. What is the total no. of tables present in the data?

There’s only table is present in the given excel datasheet.

1. What is the total no. of attributes present in the data?

There are total of 35 attributes/ columns in the given dataset. And Later I have added few more columns while doing data cleaning and transformation.

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Formulas Used:





See this answer in 2nd sheet called objective\_qns.

1. The data consists of some inconsistent and missing values so ensure that the data used for further analysis is cleaned.

After seeing all the columns,

We can see there are extra spaces in Guru Name so used Trim( ) function to remove them. And replaced original name with trimmed names.

And did date time extraction from **createdAT, updatedAt, chatStartTime and chatEndTime** columns as **createdAT(new), updatedAt(new), chatStartTime(new) and chatEndTime(new)** columns respectively for further use.

And also extraceted Hour from createdAT as createdAT(Hour) column.

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Formula’s Used:







See this in 1st sheet called data.

1. What is the change in daily call volume day by day and find the average daily call volume.

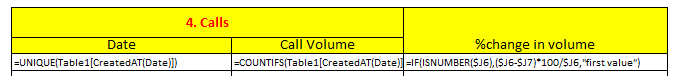
A table with numbers and a number of numbers

Description automatically generated

Above table gives the daily call volume and day by day change in call volume.

And Average Call Volume = 250 (approx...)

Formulas Used.



See this answer in 2nd sheet called objective\_qns.

1. Which months experienced the highest and lowest call volumes?

Here the given data consists of only 34 days (31 days in Dec 2023 and 3 days in Jan 2024).

Here, consultation\_type is CALL only

This is done by using the daily call volume data which we did for 4th question.

We can say that Highest and lowest call volumes are experienced in December and January respectively.

A screenshot of a table

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Formula’s Used:

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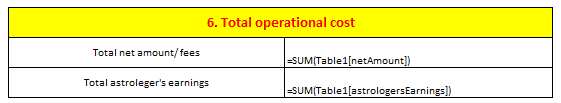
See this answer in 2nd sheet called objective\_qns

1. What is the total operational cost for that month?

Lets calculate the astrologer’s earnings and NetAmount company got from users/customers.

We can consider the difference between them as Operational Cost

Formula’s Used:



Output:

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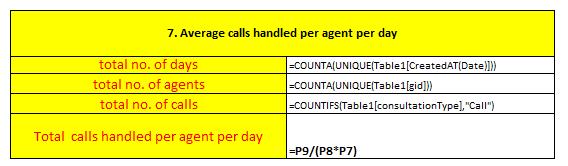
See this answer in 2nd sheet called objective\_qns

1. What is the average number of calls handled per agent per day?

Let’s, find total number of days, agents/gurus and and total number of calls handled on all these days.

Now Average number of calls handled per agent per day = total number of calls/(total number of agents\*total number of days)

And we can see its value is 1.9 means around 2 calls per day per agent



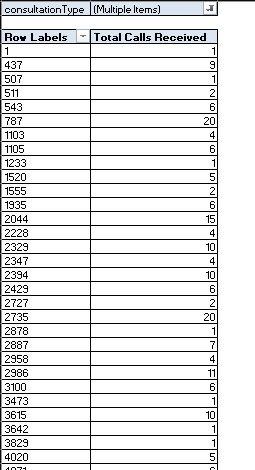
Output:

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See this answer in 2nd sheet called objective\_qns

1. How many repeat callers are there, and what percentage of total calls do they represent?



Todo this first I have created a pivot table as above which tells us about how many times each user made calls to Astrosage.

See this answer in 3rd sheet named objective\_qns2

A screenshot of a phone number

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By considering the first call made by a user as unique and the later calls as repeat calls.

Percentage of repeated calls = ( Total calls from repeat callers – Total repeat callers) / total calls

Output:

A screenshot of a number of calls

Description automatically generated

1. What are the total sales generated by the call centre for each product category?

Let’s consider the consultation types as products served at Astrosage

To do this, I Have created a pivot table with consultation\_type as Rows and Netamount as total sales generated.

A table with text and numbers

Description automatically generated

See this answer in 3rd sheet called objective\_qns2

1. How many calls were made for each user ID and guru ID?

To do this I have created two pivot tables, one for Gurus and another is for Agents.

These tables give number calls each guru/agent made.

A table of numbers with numbers

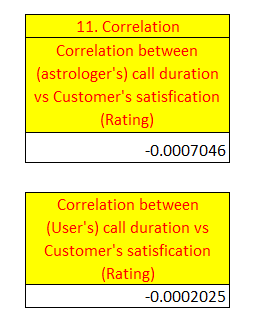
Description automatically generated

See this answer in 3rd sheet called objective\_qns2

1. What is the correlation between call duration and customer satisfaction?

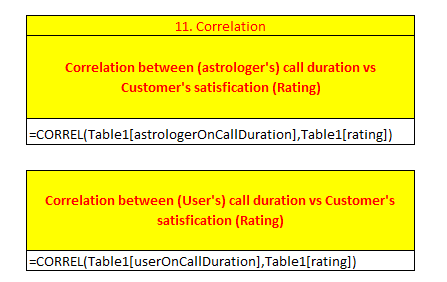
We have 2 different call durations, one for Guru another for customer.

So let’s find correlation between call duration and the customer satisfaction(rating) separately using correl( ).



We can see it is very less. Almost near to zero and we can say that both are not dependent on each other.

Formulas used:



See this answer in 2nd sheet called objective\_qns

12.Which guru has the highest and lowest customer satisfaction scores?

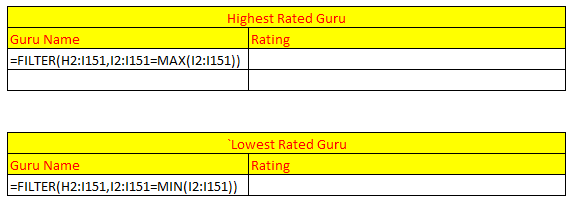
Here, We can use max() function with xlookup() but it will only return the first occurrence only not all.

So, I have used Filter function to get all the guru names with highest and lowest ratings.

A screenshot of a table

Description automatically generated

Formula’s Used:



See this answer in 3rd sheet called objective\_qns2

13.What is the average customer satisfaction score by month?

For this I have used a pivot table to get respective months average ratings.

A table with numbers and a number of months

Description automatically generated with medium confidence

See this answer in 3rd sheet called objective\_qns

14.How many categorical columns are there in the data? [Search about categorical and continuous data, and try to answer this question]

Categorical Data: It means **qualitative information** that can be divided into groups or categories. Simply a data which is categorised.

Continuous data: It means **quantitative information** that can take any value within a range. It is measurable and can have decimals or fractions.

Therefore, The Categorical Columns in the given dataset are:

ChatStatus, ConsultationType, website, RefundStatus, isWhiteLister, queue, freeCall, freeChat, callChannel, callIvrType, callStatus, astrologerCallStatus, region, userCallStatus, rating

**Note**:

ALL OBJECTIVE QUESTIONS ARE IN 2ND AND 3RD EXCEL SHEETS NAMED OBJECTIVE\_QNS AND OBJECTIVE\_QNS2 RESPECTIVELY.

AND ALL SUBJECTIVE QUESTIONS ARE IN 4TH AND 5TH EXCEL SHEETS NAMED SUBJECTIVE\_QNS AND PIVOTS\_CHARTS2

**Subjective Questions:**

1. Should the investment be used to hire more agents, improve training programs, or upgrade call center technology?

**Customer Satisfaction Ratings**:

This shows how many times the users gave a particular rating to the consultation they had with the AstroSage company.

A high proportion of low ratings suggest dissatisfaction with services, either due to agent quality or system inefficiencies.

A graph with numbers and a bar

Description automatically generated

**Chat\_Status Distribution:**

The largest portion, accounting for 37%, represents "failed" chats. Whereas "Incomplete" and "completed" chats make up to 34% and 29% respectively.

A pie chart with text overlay

Description automatically generated

**Call\_Status Distribution:**

We can see 41% of calls are completed. But there is huge proportion of "No Answer," "Busy," and "Failed" categories too.

A pie chart with text overlay

Description automatically generated

**Call vs. Chat Trends:**

Chat consistently outpaces call volumes, indicating users prefer chat over calls. However, the call volume is still significant.

A graph with numbers and lines

Description automatically generated

See these pivot charts in 4th sheet called Subjective\_qns.

**Guru ID vs Avg CallDuration vs Avg Rating vs Total Earnings:**

A screenshot of a computer screen

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See this pivot table in 5th sheet called Pivot\_charts2.

Above data gives details of few of the Guru’s and their Average Rating, Average Call duration and their total Earnings. And they are done with the help of Pivot tables.

Left is sorted by Total Earnings and right is sorted by Average Call duration.

Recommendation after seeing all the above insights:

* **Improve/Start Training Programs:**

The high number of low ratings suggests that agents may need enhanced training to improve service quality. And agents with less call duartions also be trained to keep customers engaged with their conversations.

* **Hire More Agents:**

Given that calls bring in more revenue, hiring specialized agents to handle complex queries can maximize revenue potential and ensure quality service and can increase average ratings

* **Investigate Zero-Earnings Cases**:

Identify and address issues with gurus having less earnings despite having good Average Call duration.

* **Analyze Revenue Drivers**:

Explore why some astrologers who have high earnings despite low ratings and average call durations.

* **Upgrade Call Center Technology:**

Technology of the Call Center should be optimized to distribute the volume in a uniform manner such that there is proper utilization of the workforce.

* **Implement Chat Automation:**

Use AI-powered chatbots for simpler queries, to optimize chat responses, to manage higher chat volumes efficiently and also to decrease the “failed” chats.

* **Optimize Call Timing:**

Implement automated callback or call routing system to decrease the “No Answer” and “failed” calls of users who can be potential customers to the company.

Investments should first focus on improving service quality through training, followed by technological advancements, and then increasing staffing levels where necessary.

1. What are the potential risks of each investment option (hiring, training, technology upgrades), and how can they be mitigated?

Name the chart/spreadsheet function you will use for solving the problem.

Potential Risks of Each Investment Option and Mitigation Strategies

For Hiring:

* Risks:
  + Skill Mismatch: New hires may not meet the required skill levels, leading to inefficiencies.
  + High Costs: Recruitment and onboarding costs can outweigh benefits if not managed carefully.
* Mitigations:
  + Implement rigorous screening processes, including skill assessments and behavioral interviews.
* Spreadsheet Function/Chart:
  + Function: IF and AVERAGEIFS to analyze cost-effectiveness of hires based on tenure and performance.
  + Chart: Bar chart comparing hiring costs vs productivity gains.

For Training:

* Risks:
  + Time Loss: Training may reduce productivity as employees spend time away from work.
  + Ineffective Programs: Training may not address the exact skills needed.
* Mitigations:
  + Use surveys or feedback forms to identify training needs.
  + Design training programs with clear learning outcomes and interactive elements to increase engagement.
* Spreadsheet Function/Chart:
  + Function: COUNTIF and AVERAGE to measure engagement rates and skill improvement scores.
  + Chart: Line chart to track performance before and after training.

For Technology Upgrades:

* Risks:
  + High Costs: Expensive software/hardware upgrades may not yield immediate results.
  + Underutilization: Employees might not fully use the technology due to a lack of training.
* Mitigations:
  + Conduct a pilot test before full-scale implementation.
  + Ensure sufficient training for employees to use the technology effectively.
* Spreadsheet Function/Chart:
  + Function: SUMIF to calculate return on investment from technology upgrades.
  + Chart: Scatter plot showing investment costs vs productivity improvements

Functions that can be utilized to facilitate the improvement are:

* WHATIF or Goal Seek: Determine how the outcome is to changes in key inputs, such as the number of agents hired/trained or the cost of technology upgrades.Goal Seek can help determine the breakeven point for investments which can be a crucial data for analysis.

Visualization Tools:

* CHARTS (e.g., Bar Charts, Pie Charts, Waterfall Charts): Visualize the distribution of risks, costs, and potential returns. Charts like Waterfall charts can illustrate the incremental impact of each investment decision.

1. How does AstroSage's call center performance compare to AstroGuru's average call volume, customer satisfaction, and agent performance?

Will you use any aggregation function or a visualization here to solve the problem?

The data for AstroGuru call center is not provided in the given dataset.

So, cannot answer this question

1. How can the call centre improve its handling of peak call periods to ensure high customer satisfaction?

Mention the functionality you will use for giving the suggestions, will it be any aggregated function or a visualization?

Calculating Average Hourly Traffic:

Firstly, let’s create a pivot table to calculate traffic for every hour on every day. Later calculated average of every hour separately.

A screenshot of a spreadsheet

Description automatically generated

See this Pivot table in 4th sheet called Subjective\_qns.

Output and Formula Used:

A screenshot of a computer

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From the Data below, we can say

* Peak call volumes occur primarily between 6 AM and 16:00 (4:00 PM).
* The highest count of consultations is in 6:00 AM – 7:00 AM and it is gradually declining after 16:00 ( 4:00 PM).
* Late-night hours (22:00 – 23:00 ) have minimal call volume.

**Recommendations for Handling Peak Call Periods:**

Optimize Staffing:

* Increase the number of call center agents during **peak hours (6 AM - 16 PM)** to reduce wait times and ensure prompt responses.
* Use a dynamic scheduling approach, where more staff is allocated during peak periods and fewer during low-volume hours.

Call Prioritization:

Implement a queue management system that prioritizes high-value customers or urgent issues during peak periods.

Encourage Self-Service Options:

Promote self-service tools like chatbots, FAQs, or IVR systems to reduce the call volume during high-demand hours.

Monitor Real-Time Data:

Use a real-time dashboard to monitor ongoing call volume and dynamically allocate resources to handle spikes.

Implement Callbacks:

Offer customers the option to request a callback during non-peak hours, reducing pressure on the system and enhancing customer experience.

**Suggested Functionalities:**

Aggregate Functions:

* + Aggregate functions like SUM, AVG, or COUNT can be used to calculate these instead of pivot table, but pivot is fast and accurate.

Visualizations:

* + I have Created a line graph to visualize the consultation trends by hour. This provides a clear picture of peak and off-peak hours.
  + Example Visualization:
    - X-axis: Hour of the day
    - Y-axis: Call volume

A graph with numbers and a line

Description automatically generated

See this chart in 4th sheet called Subjective\_qns

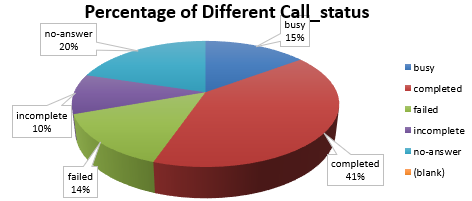
1. Based on historical data, what strategic initiatives should be prioritized to improve efficiency and customer satisfaction?

A graph with numbers and a bar

Description automatically generated

Ratings Distribution:

* The highest count of ratings is 0, followed by 2 and 3. This suggests that many users may be dissatisfied or neutral about their experience.
* Ratings above 4 have significantly lower counts, indicating low customer satisfaction.



Call Status Distribution:

* The largest proportion of calls is completed (41%), which is positive.
* 20% of calls were no-answer, which is a missed opportunity to engage with customers.
* 15% of calls are busy, which may indicate improper call timing or inefficiencies in scheduling.
* 14% of calls are failed, which suggests technical or operational issues.
* 10% of calls were incomplete, reflecting potential customer drop-offs during the process.

See the first 3 pivot charts in 4th sheet called Subjective\_qns.

A graph of a daily traffic

Description automatically generated

Daily Traffic Distribution:

* Gurucool shows the highest variability, peaking at over 1,000 daily traffic around December 15, followed by fluctuations and a decline towards the end of the period.
* The App maintains a steady trend, with traffic consistently below 500 throughout the time frame.
* Gurucool leads in traffic volume overall, while the App display relatively lower and more stable traffic level.

A graph of a bar chart

Description automatically generated with medium confidence A graph of a number of blue bars

Description automatically generated with medium confidence

See these 2 pivot charts are in 5th sheet called Pivot\_charts2.

Website VS Average Rating:

* The dashboard has the highest average rating of 4.50, indicating that users find this platform highly satisfactory and effective.
* The app received an average rating of 3.50, means moderate satisfaction among users. There might be scope for improvement in the user satisfaction.
* Gurucool platform has the lowest average rating of 2.72, reflecting potential dissatisfaction or challenges faced by users. Immediate attention might be required to identify and resolve issues impacting user satisfaction.

Consultation\_Type VS Average Rating:

* **Complementary:** Highest rating (4.50), indicating strong user satisfaction.
* **Call Consultations:** Moderate satisfaction (3.50); improvement needed in clarity, response times and in user engagement.
* **Public Live Calls:** Lower satisfaction (3.00); enhancing the live call experience is crucial and mistakes during public live calls causes bad mouth to the company
* **Chat Consultations:** Lowest rating (2.69); there may be issues with response quality, response delays, or user interface need immediate attention.

Strategic Initiatives:

Enhance Customer Engagement to Improve Ratings:

* Analyze feedback from customers who provided a 0 rating to identify key pain points.
* Offer incentives for dissatisfied customers (e.g., free consultations or follow-ups) to improve their experience.

Address Technical Failures:

* Investigate the root causes of the failure (14%) and incomplete (10%) calls to prevent them in near future.
* Avail the services of monitoring and diagnosis tools to diagnose technical problems as they surface.

Reduce No-Answer Calls:

* Implement automated call reminders to reduce the 20% no-answer rate.
* Consider a multichannel approach (e.g., WhatsApp, email, or SMS) to engage customers who are unresponsive to calls.

Use Feedback for Continuous Improvement:

* Actively collect and analyze feedback from customers after every interaction.
* Use surveys to track improvements in customer satisfaction over time.

Upskilling Employees:

* Train employees and Guru’s in customer handling and conflict resolution to enhance the quality of interactions.
* Monitor and reward employees based on call outcomes and customer satisfaction scores.

Proactive Communication Strategy:

* For calls marked as incomplete or failed, implement a follow-up strategy to resolve customer concerns.
* Share estimated wait times or delays transparently to manage customer expectations.

Target High-Value Customers:

* Focus on retaining customers with high lifetime value by providing personalized services.
* Segment customers based on their historical behavior to prioritize and tailor outreach efforts.

By implementing these initiatives, AstroSage can improve its efficiency and enhance customer satisfaction, ultimately boosting ratings and reducing operational inefficiencies.

1. What can be the key factors contributing to high customer satisfaction scores, and how can these be leveraged to improve overall performance?

What is the basis for the suggestions? And mention how you decided if the satisfaction score affects the ratings.

A table of numbers with a white background

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See these pivot tables in 4th sheet called Subjective\_qns.

A screenshot of a graph

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Above data tells about the Gurus/Agents and their Total Revenue/NetAmount, Astrologer’s Earnings, Average Rating, Total consultations they got.

Based on this data, we can write that the

Key Factors Contributing to High Customer Satisfaction:

* Quality of Interaction:

Sessions with fewer consultations and higher satisfaction ratings may indicate that customers value personalized and attentive service.

* Astrologer Experience:

Earnings and satisfaction scores suggest that astrologers with moderate workloads perform better, possibly due to better focus and quality delivery.

* Customer Expectations:

Moderate ratings combined with high earnings and net amounts suggest that customers tolerate average experiences if they receive the expected service quality.

* Operational Efficiency:

Lower ratings (< 3.0) seem to correspond with operational inefficiencies, such as astrologers being overloaded or less capable.

Basis for the Suggestions:

* Correlation Between Satisfaction and Revenue:

Rows with higher ratings generally show improved earnings, indicating that satisfaction positively impacts financial performance.

Conversely, low satisfaction scores correlate with reduced earnings and net amounts.

* Performance vs. Volume:

High consultation volumes correlate with average or low satisfaction scores, suggesting operational inefficiencies.

1. How should the call center balance the workload among agents to ensure optimal performance and avoid burnout?

* Below is the pivot table which represents Gurus and the total consultations, total Earnings, and Average Rating.
* And it is sorted by Total Consultations sorted by largest to smallest.
* The second column called “Total Consultaions” tells us the number of consultations or volume that received by the Gurus.
* We can see that the volume distribution among the gurus is highly uneven, with some being overutilized while others are significantly underutilized.
* This imbalance could lead to overburdening or exhaustion, potentially reducing productivity and increasing the risk of agents seeking better opportunities elsewhere.

A screenshot of a computer screen

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A screenshot of a data

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See these pivot tables in 4th sheet called Subjective\_qns.

**Key Observations:**

Inefficient Distribution: Gurus like **244** and **280** handle fewer consultations but have disproportionately high call durations, leading to inefficiencies.

Underutilized Gurus: Some gurus, like **310**, have very low durations, suggesting they are underutilized or their workload is overly simplified.

Balanced Performers: Gurus like **256** and **294** show a good balance between consultation count and average call duration.

Solutions to Distribute Workload Evenly:

Optimize Call Distribution:

* + Use automatic call distribution (ACD) systems to allocate calls evenly based on current workload and average handling times.
  + Use AI-powered tools to handle repetitive queries or automate routine tasks (like FAQs), reducing the overall workload for agents.

Skill-Based Routing:

* + Assign complex queries to highly skilled gurus and simpler cases to those with lower expertise to balance workload and improve efficiency.
  + Prevent the overuse of high-performing agents by ensuring all team members contribute equitably.

Monitor and Address Inefficiencies:

* + Gurus with excessively long durations (e.g., IDs 244 and 280) need training on time management and efficient query resolution.
  + Identify causes of prolonged interactions (e.g., complexity, technical issues, lack of knowledge) and address them.

Set Maximum Call Duration Thresholds:

* + Establish benchmarks for average call durations (e.g., 150-200 minutes) to ensure no guru exceeds reasonable limits.
  + Flag gurus exceeding thresholds for review and support.

Provide Training for Underperformers:

* + Upskilling ensures agents can handle more complex queries, spreading the workload more evenly.
  + Gurus with very short durations (e.g., 310) may need additional training to handle more complex cases and engage better with customers.

Rotate Workloads and Provide Breaks:

* + Distribute high-priority or time-consuming cases more evenly among all gurus to prevent overloading specific individuals.
  + Implement mandatory breaks to allow agents to recharge.

Regular Performance Reviews:

* + Analyze call duration and consultation volume metrics weekly to identify imbalances and take corrective actions dynamically.
  + And ensure that performance targets, such as the number of calls handled per hour, are achievable.

By addressing these imbalances with targeted strategies, the call center can ensure a more equitable workload, improve efficiency, and enhance both guru performance and customer satisfaction.

1. What new technologies or tools could be implemented to enhance call center operations and customer service?

To improve call center operations and customer service, we can implement the following technologies and tools tailored to their astrology services:

AI-Powered Chatbots

* Deploy AI chatbots that use Natural Language Processing (NLP) to provide instant responses to common queries.
* Chatbots can assist users with appointment scheduling, service selection, and horoscope delivery, ensuring 24/7 availability.

Customer Relationship Management (CRM) System

* Implement a robust CRM system to track user interactions, preferences, and history.
* This enables astrologers to deliver highly personalized consultations by accessing detailed customer profiles.

Video Consultation Platforms

* Enhance the live video consultation experience with integrated platforms that allow screen sharing for horoscope explanations and interactive astrological charts.
* Use high-quality video tools to ensure seamless communication between users and astrologers.

Predictive Analytics

* Use predictive analytics to analyze user behavior and recommend personalized services, such as customized horoscope reports or tailored consultation packages.
* Leverage data-driven insights to anticipate customer needs and offer relevant services proactively.

Speech Analytics Tools

* Use speech analytics to analyze customer calls for sentiment and intent.
* Identify pain points and areas for improvement in customer interactions to enhance service quality.

Cloud-Based Call Center Software

* Transition to cloud-based call center software for improved scalability, reliability, and remote accessibility.
* Features like call routing and analytics can optimize call center operations and reduce waiting times.

Mobile App Integration

* Integrate customer service functionalities into AstroSage's mobile app.
* Allow users to book consultations, track sessions, and access personalized reports directly through the app.

1. What metrics should be included in the final dashboard to comprehensively view call center performance and guide investment decisions?

A close-up of a computer screen

Description automatically generated

Filters that I have included in the final dashboard are

* Slicer on Consultation\_type
* A timeline slicer.

KPI’s that I have included in the final dashboard are

* Total Calls Received
* Day with Most and Least traffic
* Total One Time Callers
* Total Repeat Callers
* Total Revenue Generated
* Average calls per day per Guru
* Total Guru’s Available

Visualizations that I have included in the final dashboard are

**Bar Chart**

* Rating and it’s Frequency
* Top 6 Guru’s with Highest Ratings
* Top 6 Guru’s with Highest Earnings

**Pie Chart**

* Total\_AstrologerEarnings vs Consultation\_type
* Different Call\_Status
* Different Chat\_Status
* Website Traffic Distribution

**Line Chart**

* Average Hourly Traffic
* Daily Traffic through app and website
* Traffic vs Consultation\_type

All the above metrics will help in comprehensively viewing call center performance and guide investors to take correct investment decisions.

1. How would you allocate a 1 crore rupee investment to optimize operational efficiency, enhance customer satisfaction, and boost profitability, and what analysis-based recommendations would you offer to support this?

[you have to give bullet pointers to answer this question]

To optimize operational efficiency, enhance customer satisfaction, and boost profitability, here’s how the 1 crore investment can be allocated

Enhancing Technology Infrastructure (₹40 Lakhs)

* Invest in technology to streamline operations and improve service delivery.
* Upgrade CRM systems to enhance customer insights and streamline astrologer-customer interactions (₹15 Lakhs).
* Develop AI-powered chatbots for 24/7 support and instant query resolution (₹10 Lakhs).
* Enhance mobile app and website platforms for faster loading, smoother navigation, and additional features (₹15 Lakhs).

Training and Development (₹15 Lakhs)

* Invest in astrologer training to improve service quality and customer satisfaction.
* Create an online Learning Management System (LMS) for astrologers to improve their consultation skills, empathy, and technical know-how (₹10 Lakhs).
* Conduct customer service workshops focusing on handling diverse customer needs (₹5 Lakhs).

Marketing and Customer Acquisition (₹25 Lakhs)

* Enhance brand visibility and acquire new customers through strategic marketing.
* Invest in digital marketing campaigns across Google Ads, social media platforms, and astrology blogs (₹15 Lakhs).
* Develop referral and loyalty programs to retain existing customers and attract new ones (₹10 Lakhs).

Data Analytics and Insights (₹10 Lakhs)

* Build a robust analytics framework to drive data-informed decisions.
* Use predictive analytics tools to identify trends in customer behavior and recommend personalized services (₹5 Lakhs).
* Set up a real-time dashboard to monitor KPIs like consultation success rates, customer churn, and sales performance (₹5 Lakhs).

Operational Efficiency and Scalability (₹10 Lakhs)

* Optimize operations to reduce costs and improve scalability.
* Adopt cloud-based call center solutions for seamless customer communication and remote work flexibility (₹5 Lakhs).
* Automate routine processes like appointment scheduling and report generation to save time and costs (₹5 Lakhs).

Expected Outcomes

* Operational Efficiency: Reduced wait times, better resource allocation, and cost savings through automation and cloud adoption.
* Customer Satisfaction: Personalized services, quick query resolution, and improved astrologer interaction quality.
* Profitability: Higher customer retention, increased lifetime value, and a broader customer base through targeted marketing.

This strategic allocation ensures that the investment supports AstroSage’s long-term growth while meeting immediate operational and customer-centric goals.