Revenue Report

Glow Skin Clinic · October 2026

REVENUE

₹93,500

From 19 of 28 customers who booked — 5 not yet confirmed

Customers who took the service	**19**
Booked but did not take it	**4**
Not confirmed	**5**
Average per customer	**₹4,921.05**
Price changed for	**2 customers**

By plan

Plan	Customers	Revenue
Acne Treatment Package	6	₹35,000
Hair Fall Program	4	₹33,000
Skin Brightening Course	4	₹18,000
Consultation	5	₹7,500

Customers who took the service

ID	Name	Plan	Amount
C0012-L0119	Farhan Ali	Hair Fall Program	₹8,500
C0012-L0138	Rohit Varma	Hair Fall Program	₹8,500
C0012-L0163	Pooja Joshi	Hair Fall Program	₹8,500
C0012-L0124	Arjun Patel	Hair Fall Program	₹7,500 *
C0012-L0129	Imran Sheikh	Acne Treatment Package	₹6,000
C0012-L0141	Ananya Reddy	Acne Treatment Package	₹6,000
C0012-L0149	Sneha Rao	Acne Treatment Package	₹6,000
C0012-L0166	Kavya Menon	Acne Treatment Package	₹6,000

ID	Name	Plan	Amount
C0012-L0180	Swathi Reddy	Acne Treatment Package	₹6,000
C0012-L0127	Sandeep Kulkarni	Acne Treatment Package	₹5,000 *
C0012-L0136	Karthik Raja	Skin Brightening Course	₹4,500
C0012-L0152	Meera Nair	Skin Brightening Course	₹4,500
C0012-L0171	Divya Iyer	Skin Brightening Course	₹4,500
C0012-L0175	Lakshmi Prasad	Skin Brightening Course	₹4,500
C0012-L0133	Naveen Chowdary	Consultation	₹1,500
C0012-L0142	Harish Babu	Consultation	₹1,500
C0012-L0158	Vikram Singh	Consultation	₹1,500
C0012-L0160	Priya Sharma	Consultation	₹1,500
C0012-L0169	Nisha Gupta	Consultation	₹1,500

* The price was changed from the listed plan price.

HOW LEADS BECAME CUSTOMERS

Leads created	**86**
AI calls made	**151**
Leads who picked up	**49**
Appointments booked	**32**
Appointments cancelled	**4**
Took the service	**19**

What people asked about most

Service	Leads
Acne Treatment	18
Hair Fall	11
Skin Brightening	8
Laser Hair Removal	5

ANALYSIS AND GROWTH PLAN

₹93,500 from 19 customers in October. Acne and hair-fall plans led; 5 customers are still unconfirmed.

What went well

• 19 of 28 customers who booked took the service, an average of ₹4,921 each.
• Acne Treatment Package was the biggest earner, followed by Hair Fall Program.

Trends in interest

• Acne treatment was the most asked-about service (18 leads), then hair fall (11) and skin brightening (8).
• Laser hair removal had steady interest (5 leads) but has no plan yet.

What needs attention

5 of 28 customers were not confirmed, so revenue may be understated
Evidence: 5 customers (C0012-L0131, C0012-L0145, C0012-L0157 and others) had no Yes/No in the sheet.
Likely reason: The monthly confirmation tab was not filled in for them. (confidence: high)

4 of 28 booked customers did not take the service
Evidence: C0012-L0121 and C0012-L0173 said they did not make it; C0012-L0147 asked to postpone with no new date.
Likely reason: Missed or postponed appointments. For C0012-L0155 the reason is not known. (confidence: medium)

2 customers paid less than the listed price (₹2,000 in total)
Evidence: C0012-L0127 and C0012-L0124 were charged a lower price than the plan price.
Likely reason: Price changed at the clinic; no policy is recorded. (confidence: medium)

4 appointments were cancelled
Evidence: 4 cancellations recorded this month.
Likely reason: Not enough information to say why. (confidence: low)

Growth plan

1. Confirm every customer in the monthly sheet before the 27th.
5 unconfirmed customers are not counted, which understates revenue.

2. Follow up within two days with customers who booked but did not come.
A quick call or message recovers some of them, and the postponed customer already asked for a new date.

3. Add laser hair removal to the plan list.
People ask about it every month but there is no plan to quote or sell.