

Case Study: How a Telehealth Platform Unlocked Product Revenue Insights Using Data Analytics

About the Client

A rapidly growing **telehealth platform offering prescription wellness and weight-management treatments** relied heavily on online consultations and digital marketing to acquire patients and generate recurring prescriptions.

The company offered multiple treatment programs including **Tirzepatide, Semaglutide, NAD+, Sermorelin, and B12 therapies**, with prescriptions fulfilled through partnered pharmacies.

As the business scaled, leadership needed deeper visibility into **product-level revenue performance, customer acquisition patterns, and recurring revenue trends**.

However, data across **orders, products, customer demographics, and prescription fulfillment** was scattered across different systems.

The company required a **centralized analytics framework to understand which products were driving growth and how customers interacted with the platform over time**.

The Challenge

Despite strong demand for its treatments, the company faced several operational and analytical challenges.

- **Fragmented Product and Revenue Data** : Sales data, prescription fulfillment data, and customer information existed across multiple systems, making it difficult to generate a unified view of product performance and revenue contribution.

- **Limited Visibility into Revenue Drivers** : Leadership lacked clear insights into which products contributed the majority of revenue and which treatments were driving new customer acquisition.
- **Incomplete Understanding of Customer Segments** : The company had limited visibility into demographic trends, including which age groups were purchasing treatments and generating the highest revenue.
- **Operational Blind Spots in Prescription Fulfillment** : Prescription fulfillment was managed through multiple pharmacy partners, but the company lacked consolidated insights into fulfillment speed and operational efficiency.

The company needed a **centralized analytics solution to connect product performance, customer behavior, and operational data.**

Numerix.ai Solution

Numerix.ai partnered with the client to build a **centralized analytics framework that unified product, revenue, and customer insights into a single dashboard environment.** The solution focused on three key components.

1. Unified Product and Revenue Data Architecture : Numerix.ai integrated data from multiple operational systems into a centralized analytics layer. Data sources included:

- Product and order data
- Customer demographics and patient profiles
- Prescription fulfillment systems
- Marketing and acquisition data

This integration created a **single source of truth for product revenue and customer behavior analytics.**

2. Product Performance Analytics Framework : Numerix.ai implemented dashboards tracking key product performance metrics, including:

- Orders and revenue by product
- Average order value (AOV) by treatment
- New vs recurring customer contribution

- Product demand trends over time

These insights allowed leadership to clearly understand **which treatments were driving the majority of revenue.**

3. Customer and Fulfillment Intelligence Dashboards : Numerix.ai built interactive dashboards enabling deeper insights into customer and operational performance. The dashboards enabled teams to monitor:

- Customer demographics and age segments
- First-time vs recurring orders
- Product contribution to revenue
- Prescription fulfillment performance across pharmacy partners

Leadership teams could now quickly identify **high-performing products, valuable customer segments, and operational bottlenecks.**

Key Insights Uncovered

- **One Product Dominated Revenue Contribution** : Tirzepatide generated **over \$5.07M in revenue**, accounting for more than **53% of total product revenue**, making it the primary growth driver for the platform.
- **Recurring Patients Drove the Majority of Orders** : Out of **25,444 total orders, 19,458 were recurring prescriptions**, highlighting the platform’s strong subscription-based revenue model.
- **Customer Demand Concentrated in Middle Age Groups** : The **35–44 and 45–54 age groups represented the largest share of customers**, generating the highest number of orders and revenue for the platform.
- **Fulfillment Performance Varied Across Pharmacy Partners** : Prescription shipping timelines differed significantly across partner pharmacies, with an average fulfillment time of **0.62 days from pharmacy to shipment.**

These insights enabled leadership to better understand **product demand patterns, patient demographics, and operational efficiency.**

Results

Using Numerix.ai’s analytics implementation, the company gained a clear and structured view of product performance and revenue drivers. Key metrics during the reporting period included:

- **25,444 total orders analyzed**
- **\$7.41M total revenue generated**
- **\$291 average order value**
- **\$1.20M advertising spend**
- **6.15 blended return on ad spend (ROAS)**

The analysis also showed that three products **Tirzepatide**, **NAD+**, and **Semaglutide** generated the majority of total revenue for the platform.

Business Impact

By implementing Numerix.ai’s analytics framework, the company transitioned from fragmented reporting to **data-driven product and revenue strategy**. The company achieved:

- Clear visibility into product-level revenue drivers
- Better understanding of patient demographics and demand patterns
- Improved tracking of recurring revenue performance
- Greater operational visibility across pharmacy fulfillment partners
- Faster decision-making through centralized dashboards

With a unified analytics foundation, the company is now positioned to **optimize product strategy, improve patient acquisition, and scale revenue growth more effectively**.