

Analytics

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April, 2021

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Coach Call Analytics

- **Three offerings:**
  - One for Coaches only
  - Two for Clients, Coaches, and Candidates

- **49.5 total hours of work** and **$1,577** spent every week on two of the offerings; third offering is every 6-8 weeks and takes **50 hours of work** and costs **$1,670**

- **Coach offering**: Participation rate of roughly **11%** of active earning Coaches, with roughly **65% of those who participate only participating 3 times or less**

- **Client, Coach, and Candidate offering**: Less than **2%** of the entire **OPTA**VIA Community participate when it is offered

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Call Breakdown

Call Type	Total Cost per Episode	Total Hours per Episode
Monday Night Leadership Call (every week)	$502	16 Hours
Wednesday Night Habits of Health Call (every week)	$1075	33.5 Hours
Health and Hope Night (every 6-8 weeks)	$1670	50 Hours
Total:	**$3,247**	**99.5 hours**

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Report Summary

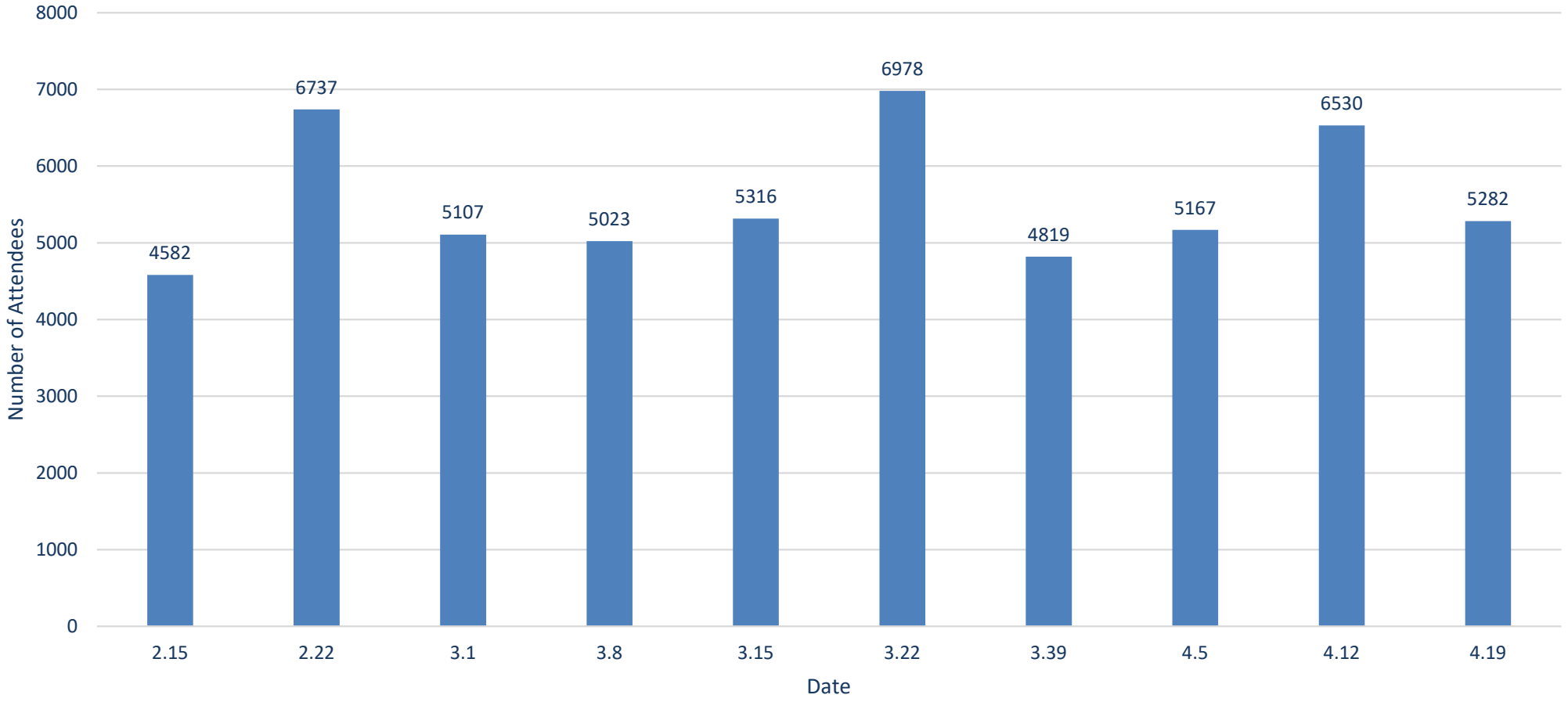
This following report is a sampling of 10 weeks *(2.15.21-4.19.21)* of the Monday Night Leadership Call and evaluates:

- Total number of Coaches who attended the Monday Night Leadership Call
- Percentage of repeat versus one time viewers
- Rank comparisons between viewers who attended one call, three/four calls, and seven consecutive calls over the past seven weeks (sample size of 20 for each category)
  - *This sample only accounts for 7 weeks worth of calls (2.15-3.29)*

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Monday Leadership Call Attendees

(2.15.21-4.19.21)



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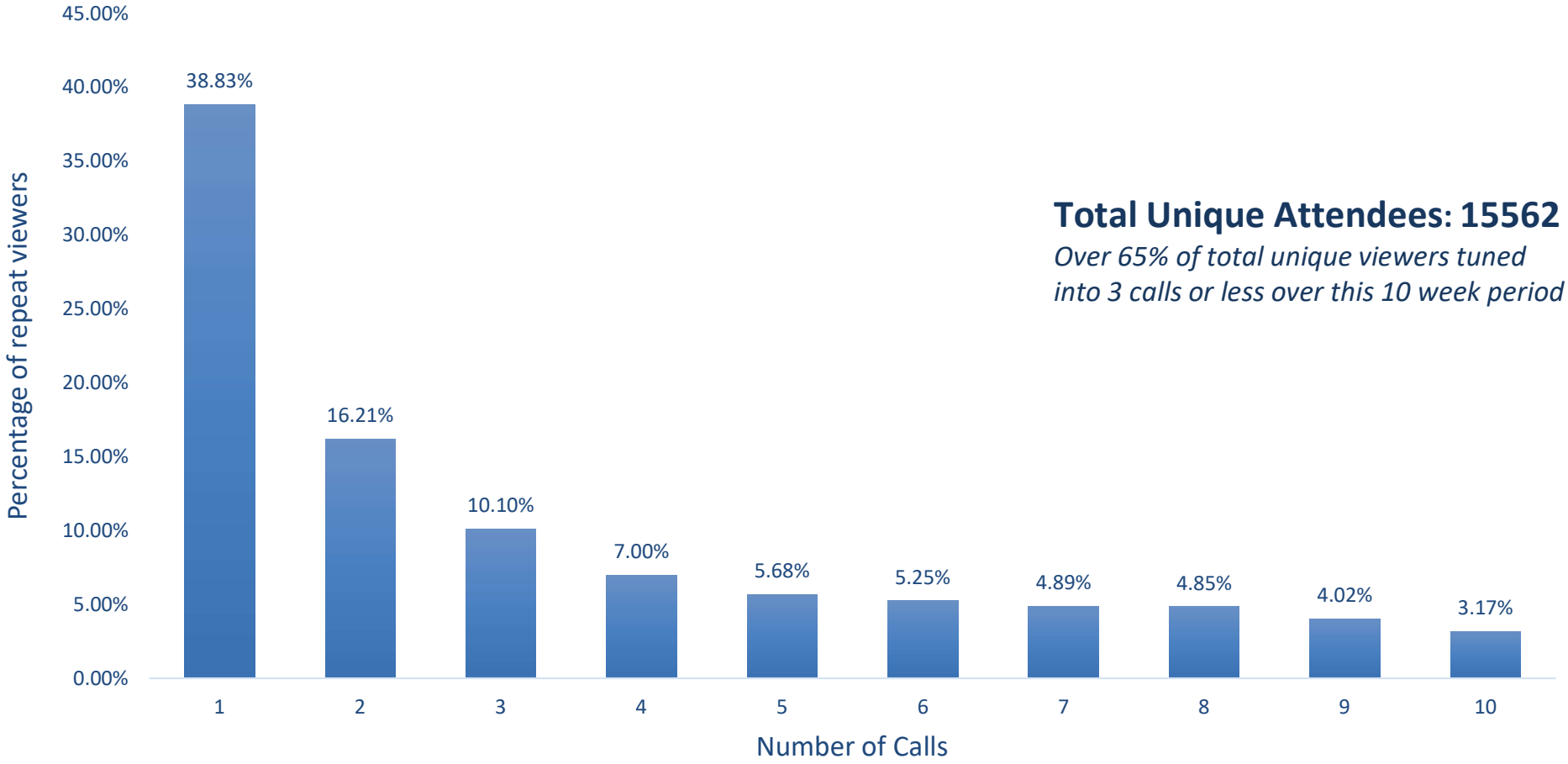


Call outs for increased attendees

- On February 22nd we announced the discontinuation of the Medifast Classic Line
- On March 22nd we announced Convention Registration
- On April 12th there was a supply chain update by Nick Johnson

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Percentage of Repeat Viewers

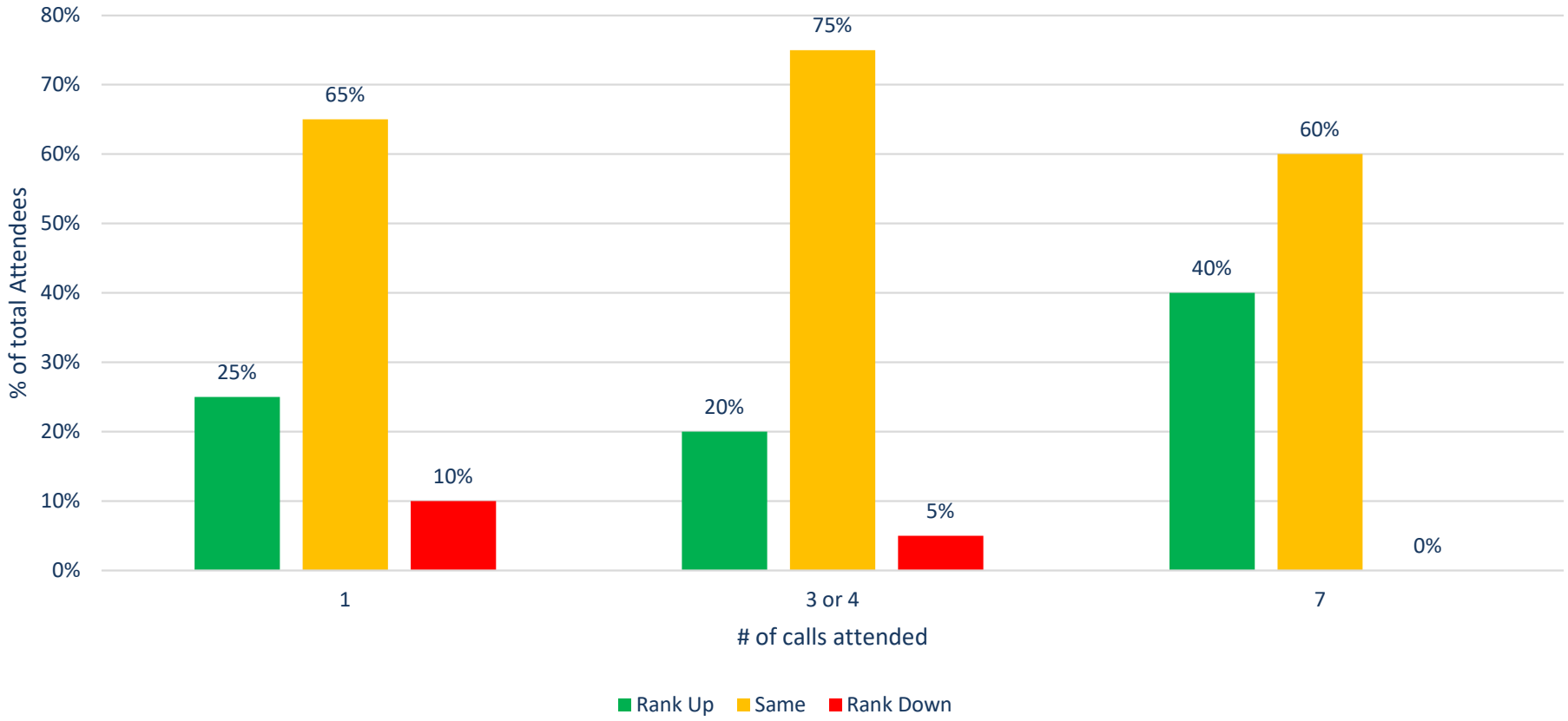


Total Unique Attendees: 15562

Over 65% of total unique viewers tuned into 3 calls or less over this 10 week period

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Rank Comparisons from February to March



This graph represents the number of calls unique attendees viewed from 2.15.21-3.29.21

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Items to Consider

- This report detailed only the unique email addresses of attendees; it does not account for length of time attended on each call
- This is a sample of 10 weeks *(2.15.21-4.19.21)*
- Total number of attendees (slide 5) also counts duplicate call-ins (number reported on zoom)
  - Duplicates were removed for the stats on slide 7
- There are noted corporate announcements on the total number of attendees graph, which may have influenced the attendance
- Rank increase does not necessarily mean a better performing organization.

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Assumptions

- The rank comparison info is a random pull of 60 Coaches- another set of 60 could potentially show a completely different set of data

- Those who are attending every Leadership Call are probably more likely to pour into their business in other areas, which can influence their monthly performance



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Thank you!

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