

How a New Jersey MedSpa Discovered **\$30,000 / month** in Hidden Revenue Opportunities

The Challenge

Like many growing MedSpas, **Rewind Bar** was struggling with:

- Limited visibility into business with the basic EMR reports
- No way to track individual staff performance across critical metrics
- No way to calculate the ROI of their ad spends in real time
- Blind to their client lifetime value and retention trends

Finding these numbers meant bouncing between EMRs and wasting hours fixing reports manually." *We had all this data in our systems, but no way to actually **use** it to make better decisions."*

The Solution

We built 4 integrated Power BI dashboards connecting to their EMR and lead gen systems (no additional subscription needed). Providing them daily insights, with zero manual work:

1. **Staff Performance** → Revenue per hour, rebooking rates, consult-close rates
2. **Client Retention** → High-value clients, return patterns, retention risks
3. **Marketing ROI** → Cost per lead, cost per acquisition, actual ROAS by channel
4. **Revenue Intelligence** → Trends by service category with MoM% and YoY% analysis

The Results

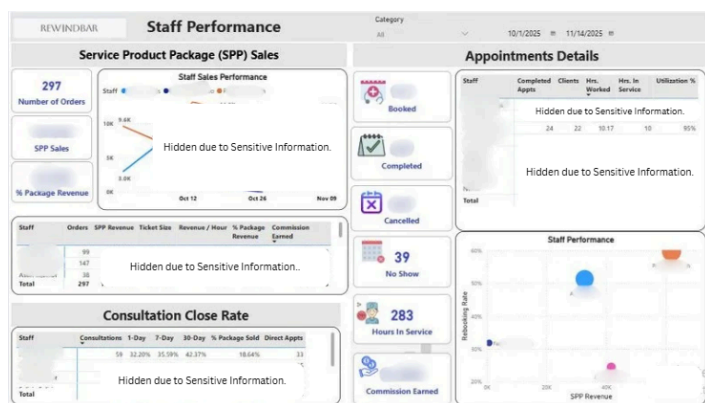
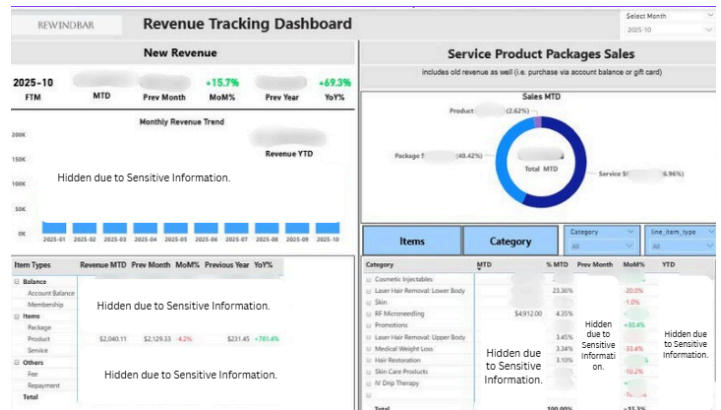
Within 4 weeks of implementing the dashboards **Rewind Bar** achieved

<p>\$30,000 in identified revenue opportunities</p> <p>Real-time visibility into consults who left without booking, implemented an immediate follow-up recovery system</p> <p>Flagged low revenue-per-hour staff and services for quick course correction</p> <p>Caught unexpected drops in staff close rates to target for sales coaching before it costs more revenue opportunities</p>	<p>20% reduction in wasted marketing spend</p> <p>Discovered counter-intuitive insight: campaigns with lower first-visit spend drove much higher lifetime value (LTV), and reallocated budget to high-LTV channels</p> <p>40 hours saved per month</p> <p>"No more manual reporting meant I could finally focus on growing the business instead of compiling spreadsheets." - Bilal Memon (Owner), Rewind Bar MedSpa</p>
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"These dashboards completely changed how we run our business. We finally understand what's actually driving revenue, which staff is performing at their best and areas to focus to improve our client retention and life-time value."

— Bilal Memon (Owner), Rewind Bar MedSpa

Dashboard Previews



Ready to Transform Your MedSpa's Data?

See how our tailor made analytics dashboards can help you make data-driven decisions and uncover hidden revenue opportunities in your business.

Book a 15-Minute Dashboard Demo

Book your Call: <https://calendar.app.google/ELrDJix8DmE5vJEL9>

Visit: <https://www.linkedin.com/company/my-datavantage/>

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