

Northline Tattoo

Manchester · UK · 2026-07-01 — 2026-09-30 · Version 1

01 / Executive Intelligence

Convert the demand already arriving.

Half of recorded enquiries became bookings. A consistent follow-up process is the first intervention to test.

Net studio revenue: £72,720

Sum revenue after refunds · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

Enquiry conversion: 50.2%

Confirmed cohort bookings ÷ enquiries × 100 · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

Artist utilisation: 66.7%

Booked hours ÷ available artist hours × 100 · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

Rebooking rate: 28%

Rebooked eligible clients ÷ eligible clients × 100 · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

All values are fictional. This is not a real client result or case study.

02 / Studio Intelligence Score

81 / 100 — diagnostic planning index

Enquiry conversion: 50.2% against 60% target.

Artist utilisation: 66.7% against 75% target.

Rebooking rate: 28% against 40% target.

Illustrative planning targets agreed for this fictional example. These are not industry benchmarks.

Coverage: 3/3. Equal weights. Each dimension = $\min(100, \text{actual} \div \text{target} \times 100)$. The overall index requires all three dimensions. It is not an industry benchmark or statistical probability.

03 / Commercial Performance

2026-07 — Revenue £21,840 · Appointments 112 · Enquiries 160 · Confirmed bookings 72

2026-08 — Revenue £24,120 · Appointments 120 · Enquiries 172 · Confirmed bookings 86

2026-09 — Revenue £26,760 · Appointments 132 · Enquiries 184 · Confirmed bookings 101

Revenue is after refunds and before operating costs. No profit or causal growth claim is implied.

04 / Demand / Visibility

Search views: 27,700. Tracked actions: 1,463.

Search action rate: 5.3%

Tracked actions $\div$ search views $\times$ 100 · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

Actions may repeat and cannot be equated to unique leads or revenue.

05 / Enquiry & Booking Funnel

Enquiries: 516 $\rightarrow$ confirmed cohort bookings: 259.

Enquiry conversion: 50.2%

Confirmed cohort bookings $\div$ enquiries $\times$ 100 · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

06 / Capacity / Utilisation

Booked artist hours: 960. Available artist hours: 1,440.

Artist utilisation: 66.7%

Booked hours $\div$ available artist hours $\times$ 100 · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

Available hours exclude planned time off. Aggregate figures can hide differences by artist and day.

07 / Retention / Rebooking

Eligible clients: 328. Clients with a next booking: 92.

Rebooking rate: 28%

$\text{Rebooked eligible clients} \div \text{eligible clients} \times 100$ · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

Rebooking is not lifetime retention or lifetime client value.

08 / Pricing / Revenue

Average appointment value: £200

$\text{Revenue} \div \text{completed appointments}$ · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

Revenue / available hour: £51

$\text{Revenue} \div \text{available artist hours}$ · MEDIUM confidence. Evidence: ledger, enquiry-log, diary, search.

Appointment mix, duration and specialism affect these averages. They alone do not justify a price change.

09 / Competitive Position

Comparator A · fictional

Clear session guidance before enquiry. Test whether equivalent guidance reduces unsuitable enquiries.

Evidence: competitor-review

10 / Findings

Convert the demand already arriving.

Half of recorded enquiries became bookings. A consistent follow-up process is the first intervention to test.

Diagnosis: The enquiry-to-booking handover may leave suitable clients without a clear next step. Confirm this by reviewing unbooked enquiries before changing the process.

Alternative: Artist fit, budget and availability may explain a material share of unbooked enquiries.

HIGH priority · conversion · Evidence: enquiry-log

Make the next appointment an intentional conversation.

28% of eligible clients have a next booking. Introduce a relevant rebooking prompt and measure the result.

Diagnosis: A next-session conversation may be inconsistent across artists. Focus first on clients whose work naturally needs another session.

Alternative: Single-session tattoos and client preference mean not every eligible client should rebook.

MEDIUM priority · retention · Evidence: diary

Use the diary before adding more spend.

Artist utilisation is 67% over the quarter, leaving recorded capacity to absorb better-qualified bookings.

Diagnosis: Match follow-up invitations to genuine artist availability, style and session length.

Alternative: Aggregate availability can hide peak-day shortages and less popular times.

MEDIUM priority · capacity · Evidence: diary, ledger

11 / Opportunities

1. Test a consistent enquiry follow-up

Priority score 4.88: impact 5 × confidence 0.65 × urgency 3 ÷ effort 2.

Only suitable enquiries enter the test. Track booking conversion and reasons for not booking; no guaranteed revenue increase.

2. Offer the right next session

Priority score 2.6: impact 4 × confidence 0.65 × urgency 2 ÷ effort 2.

A relevant follow-up benefits the client; avoid pushing appointments that are not needed.

3. Match demand to available artist time

Priority score 1.73: impact 4 × confidence 0.65 × urgency 2 ÷ effort 3.

Reported hours are genuinely bookable. Compare appointment mix and seasonality before claiming attribution.

12 / Recommendations

Test a consistent enquiry follow-up

Review 20 unbooked enquiries. Set one owner and a two-step follow-up process for suitable enquiries, with consent respected. Compare the next 30-day cohort with the baseline.

Owner: Studio manager · Measure: Enquiry conversion · MEDIUM confidence · Finding: follow-up

Offer the right next session

Agree an end-of-session prompt for work that needs a follow-up. Record eligible clients and next bookings consistently for four weeks.

Owner: Lead artist · Measure: Rebooking rate · MEDIUM confidence · Finding: rebooking

Match demand to available artist time

Review diary gaps by artist, day and style. Offer suitable open slots to opted-in enquiries. Review results at day 90 before buying more traffic.

Owner: Studio manager + INKSIGHTS · Measure: Artist utilisation · MEDIUM confidence · Finding: capacity

13 / 90-Day Plan

Days 1–30

Test a consistent enquiry follow-up — Studio manager

Status: Not started

Days 31–60

Offer the right next session — Lead artist

Status: Not started

Days 61–90

Match demand to available artist time — Studio manager + INKSIGHTS

Status: Not started

Progress notes are separate dated records. They do not change the approved report. Observed improvement alone is not proof of causation.

14 / Evidence

ledger / Appointment revenue ledger

£72,720 revenue after refunds across 364 completed appointments.

MODELLED · MEDIUM confidence · Observed 2026-09-30

Source: Fictional aggregated ledger · July–September 2026

Limit: Representative numbers only. Not a real studio, bank reconciliation or case study.

enquiry-log / Enquiry cohort log

516 enquiries produced 259 confirmed bookings. Cohorts use a consistent booking observation window.

MODELLED · MEDIUM confidence · Observed 2026-09-30

Source: Fictional enquiry cohorts · July–September 2026

Limit: No causal evidence that response speed caused lost bookings. Unbooked enquiries may include unsuitable requests.

diary / Artist diary and rebooking review

960 booked hours of 1,440 available; 92 next bookings among 328 eligible clients.

MODELLED · MEDIUM confidence · Observed 2026-09-30

Source: Fictional availability and next-booking summary

Limit: Available hours exclude planned time off. Rebooking is not lifetime retention.

search / Local search activity

27,700 search views and 1,463 tracked actions.

MODELLED · MEDIUM confidence · Observed 2026-09-30

Source: Fictional business-profile export

Limit: Actions may repeat and cannot be equated to enquiries or attributed revenue.

competitor-review / Local competitor journey review

One fictional comparator exposes appointment information before the enquiry form.

HYPOTHESIS · LOW confidence · Observed 2026-09-29

Source: Fictional comparison of two studio enquiry journeys

Limit: Illustrates the review format only; no actual competitor or market benchmark.

15 / Methodology

Observation → Normalised Data → Metric → Evidence → Finding → Diagnosis → Opportunity → Recommendation → Intervention → Outcome → Attribution → Learning.

Input is validated for dates, cohorts, subsets, missing values and evidence references. Calculations are deterministic. Findings and diagnoses remain analyst judgements. Missing components and zero denominators produce no measurement; they are never substituted with zero.

Net studio revenue: Sum revenue after refunds.

Completed appointments: Sum completed appointments.

Average appointment value: Revenue ÷ completed appointments.

Enquiry conversion: Confirmed cohort bookings ÷ enquiries × 100.

Artist utilisation: Booked hours ÷ available artist hours × 100.

Rebooking rate: Rebooked eligible clients ÷ eligible clients × 100.

Search action rate: Tracked actions ÷ search views × 100.

Revenue / available hour: Revenue ÷ available artist hours.

Confidence is the lowest supporting metric evidence level. Targets are explicit planning assumptions. Opportunity rankings prioritise tests and do not promise money.

Limitations

All data is fictional and illustrates the product; this is not a client result or case study.

Targets are planning assumptions, not validated tattoo-industry benchmarks.

This report measures rebooking, not lifetime retention. Net revenue is not profit.

Observed changes do not establish that an intervention caused the outcome.

Schema: studio-intelligence/1.0 · Calculation: 1.0.0 · Generated 2026-10-07T12:00:00.000Z. This PDF is a secondary export of the interactive report.