



Hotel Stay Growth Insights: Unveiling Opportunities

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Problem Statement

Explaining and quantifying

1. What the data suggests in terms of the **Key Drivers** of Net Room Nights performance?
2. Where are the opportunities for **growth of Room Nights**?

Steps taken to Dissect the problem

Regression Analysis
Exploratory Data Analysis
Funnel Analysis

Overview of Dataset

Identification of Key Drivers

Dataset Review & Feature Engineering

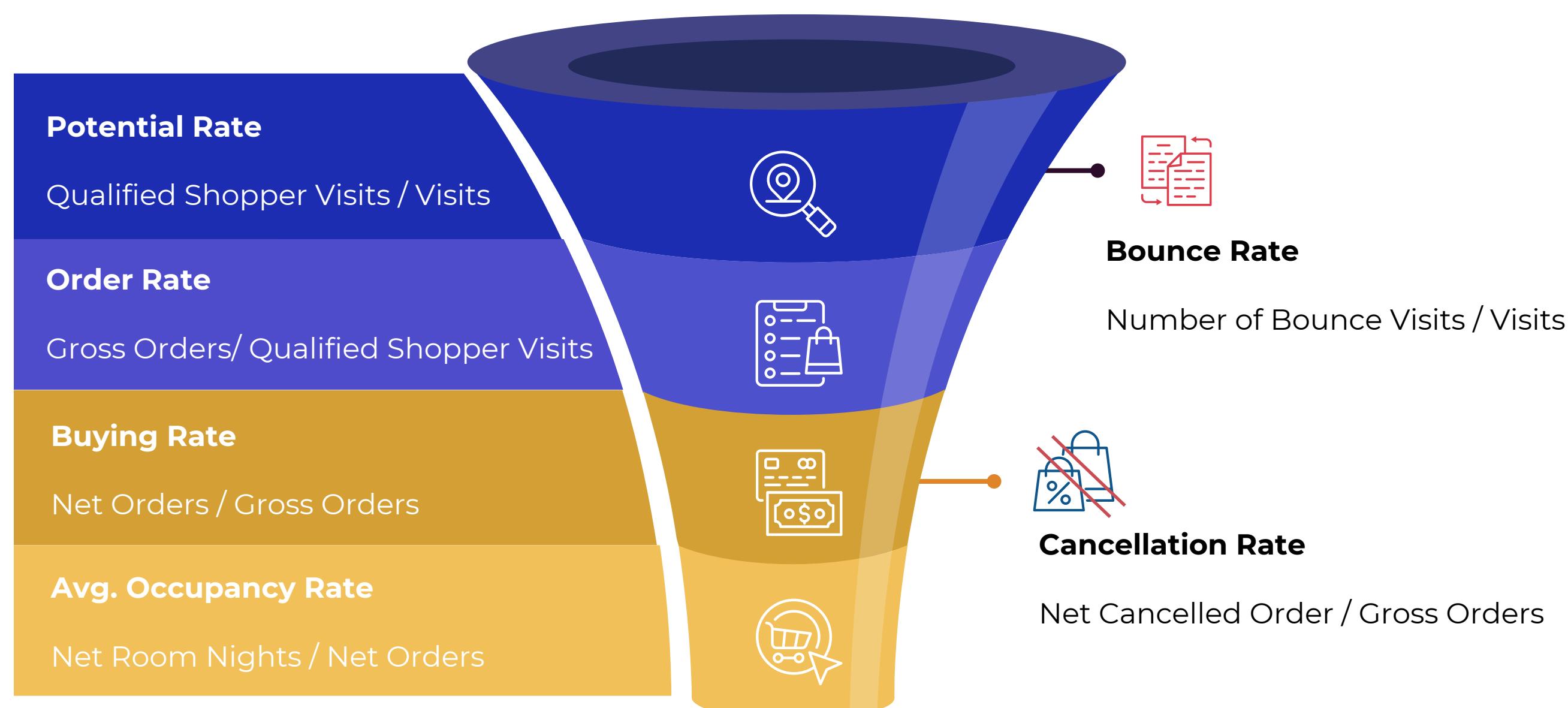
Dataset Attributes

- 3 years of data 2017-2019
- 4 Geographic Regions
- Desktop and Mobile Platforms
- 11 Marketing Channels

Time based Metrics

Day, Month, Quarter, Year, Week Number, Day of the Week, Weekend/Weekday

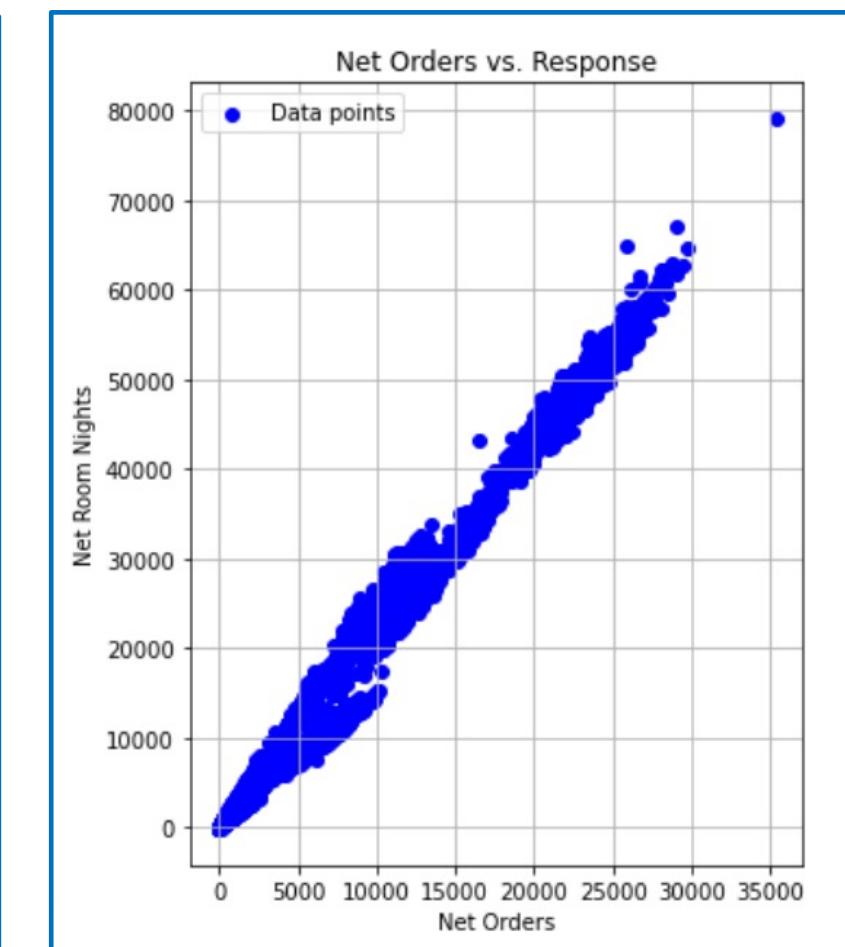
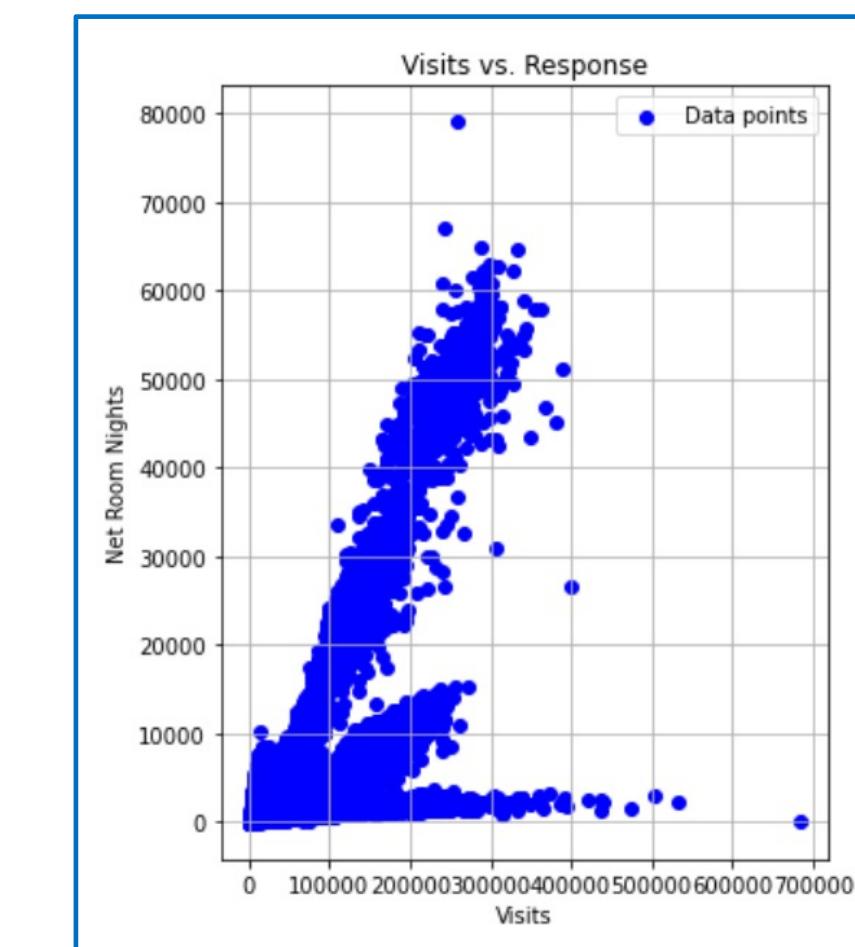
Funnel Metrics



Date	Geographic Region	Platform	Marketing Channel	Visits	Qualified Shoppers	Bounced Visits	Gross Orders	Net Orders	Net Room Nights
0 2017-01-01	Geo Region 1	Desktop	Channel 1	3011	1878	811	1139	957	1848
1 2017-01-01	Geo Region 1	Desktop	Channel 2	119684	82504	26541	12489	10369	19897
2 2017-01-01	Geo Region 1	Desktop	Channel 3	25612	11828	7398	1399	1139	2257
3 2017-01-01	Geo Region 1	Desktop	Channel 4	3115	1463	1393	69	50	81
4 2017-01-01	Geo Region 1	Desktop	Channel 5	5657	4307	1346	641	517	921

Checking Feature & Response Relationships

- A linear relationship exists between the provided numerical features and Net Room Nights, indicating that an increase in Net Orders will have a positive impact on Net Room Nights.
- Furthermore, the Funnel metrics, being ratio metrics, will consistently scale between 0 and 1, except for the occupancy rate.

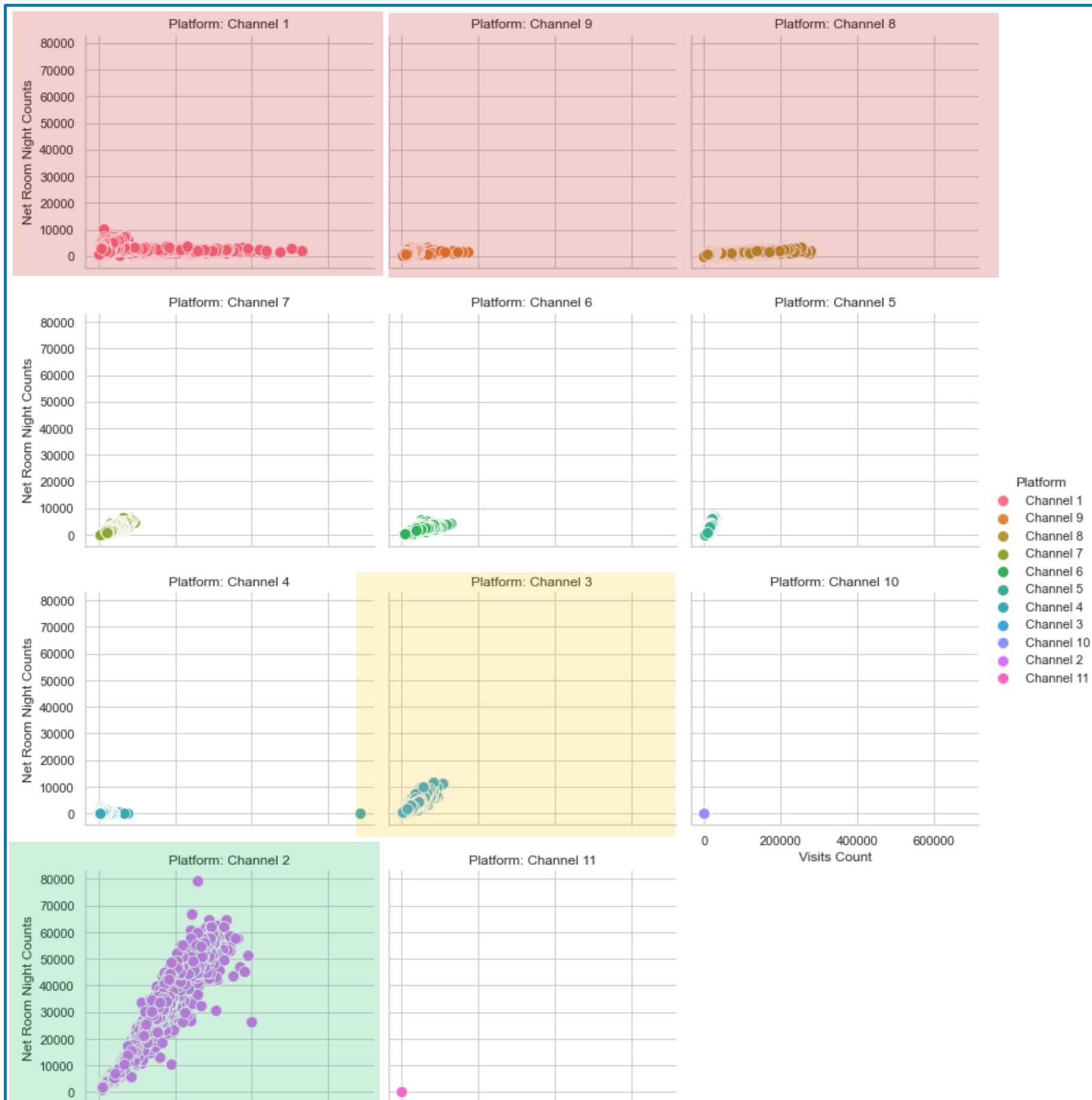


Visits vs Response behavior is not completely linear due to different scale of growth on desktop and Mobile

Basic Statistics

Visits vs. Net Room Nights behavior

Desktop Visits Behavior with Night Room Nights over Channels



Channel 2, 3, 6, and 7 show linear relationship to Net room Nights.

Mobile Visits Behavior with Night Room Nights over Channels



Majority of the Channels 2, 3 ,6 and 7 show linear relationship to Net room Nights.

Observation: Diverse platform behaviors necessitate understanding varying growth rates across platforms and market channels. Conducting a regression analysis will unravel these effects, offering strategic insights for informed decisions.

Regression Analysis

Identification of Key Drivers

Methodology

- Dataset Review & Feature Engineering
- Identification of Anomaly and Outliers
- Checking Normality of Predictors & Response
- Feature Selection
- Modeling
- Selection of potential best features

Check Normality & Review Outliers

- Normality of the Response and Nominal Features was majority Skewed to the right.
- Applied Log transformation with a constant addition to handle the handle zero and negative values in the response.
- Additionally, a cut-off threshold was implemented for Ratio Features that surpassed 100%, excluding the occupancy rate.

Feature Selection

- Applied SelectKBest feature method identifies co-relation b/w each feature and response keeping other features constant.
- Visualized the Correlation Table to filter features with high multi-collinearity to b/w each other and Response.
- Checked the Variance Inflation Factor to check multi-collinearity and filter a final set of features for modeling.

Conclusion: The insights related to positive or negative correlation from regression will help in identification of driving features and areas for growth of Net Room Nights.

Modeling

- Multi-Linear Regression was employed to analyze the selected feature set. The objective was to assess the statistical significance of the chosen features and interpret the coefficients to understand their importance in relation to the Response variable.
- In terms of marketing investment, Channel 2 presents a positive outlook for increasing Net Room Nights, while Channels 10 and 4 exhibit a negative impact on the same metric.
- Geographic region 1 highlight the highest area to get Net Room Nights.
- In the context of Funnel metrics, a rise in the Order rate coupled with a decrease in the Bounce rate would lead to the inference of an increase in Net Room Nights.

OLS Regression Results						
Dep. Variable:	Net Room Nights	R-squared:	0.740			
Model:	OLS	Adj. R-squared:	0.740			
Method:	Least Squares	F-statistic:	2.746e+04			
Date:	Sun, 13 Aug 2023	Prob (F-statistic):	0.00			
Time:	11:12:05	Log-Likelihood:	-1.1220e+05			
No. Observations:	87060	AIC:	2.244e+05			
Df Residuals:	87050	BIC:	2.245e+05			
Df Model:	9					
Covariance Type:	nonrobust					
	coef	std err	t	P> t	[0.025	0.975]
const	7.8489	0.062	126.929	0.000	7.728	7.970
_Channel 2	2.0094	0.010	193.546	0.000	1.989	2.030
_Channel 10	-2.4058	0.011	-227.412	0.000	-2.427	-2.385
Bounce_rate	-2.9543	0.068	-43.482	0.000	-3.087	-2.821
_Channel 4	-2.0057	0.012	-172.061	0.000	-2.029	-1.983
Order_rate	2.5294	0.033	77.110	0.000	2.465	2.594
_Desktop	0.9382	0.006	146.165	0.000	0.926	0.951
_Geo Region 1	1.0528	0.007	146.080	0.000	1.039	1.067

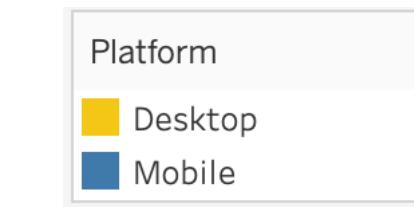
P Values of the selected features < 0.05 validating significance. Coefficients with +/- values elaborate on relationship with the Net Room Nights.

Basic Statistics

Where are the opportunities for growth of Room Nights?

What is the behavior of the data?

	Date		
	2017	2018	2019
Visits	761M	863M	817M
Qualified Shoppers	348M	386M	402M
Gross Orders	31M	35M	37M
Net Orders	25M	28M	30M
Net Room Nights	52M	59M	64M



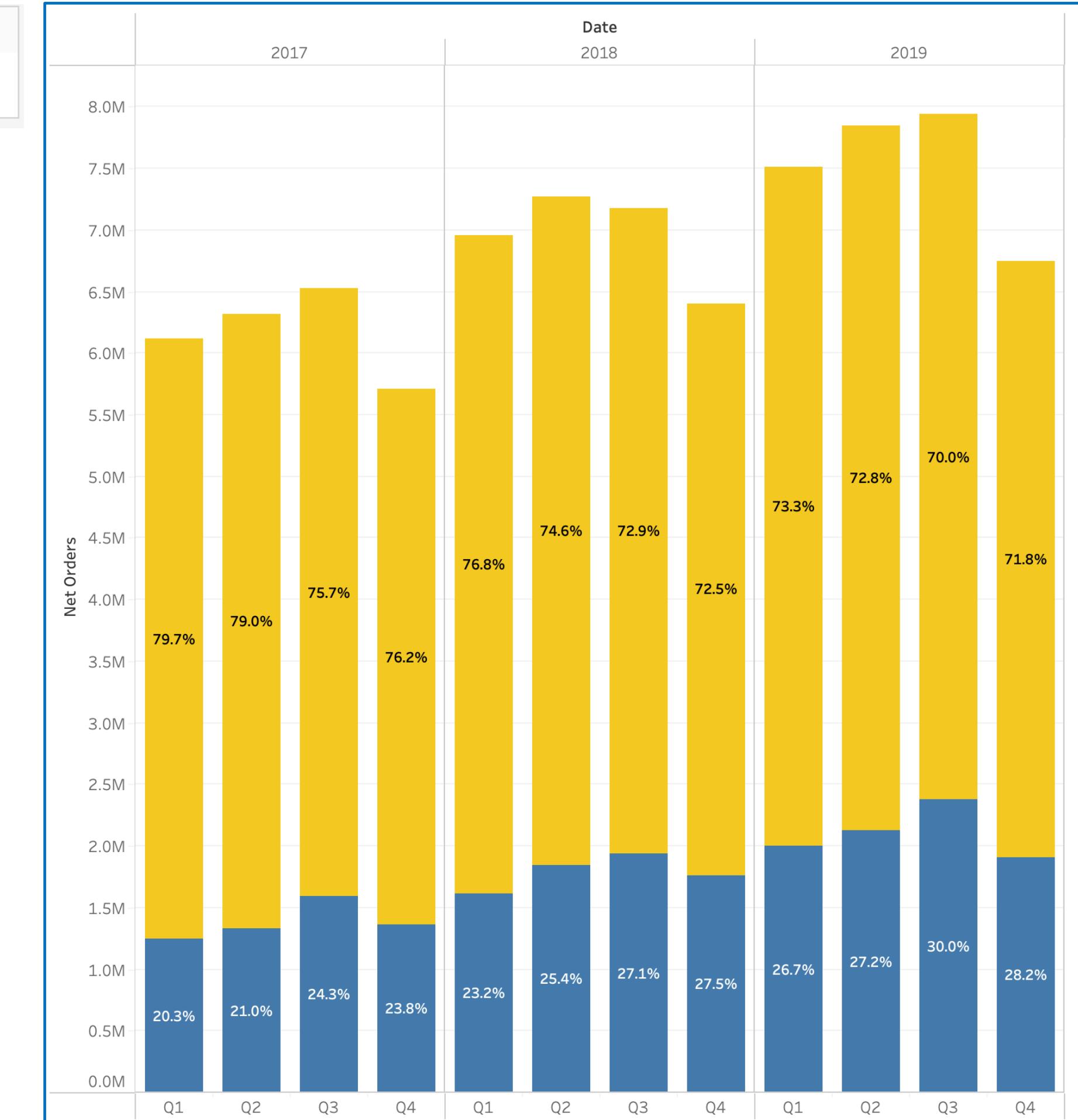
2019 has been the most productive year in terms of Room Night growth, Orders, and Targeted QSV, whereas Visits Dropped.

	Platform / Date					
	Desktop			Mobile		
	2017	2018	2019	2017	2018	2019
Visits	499M	520M	407M	263M	343M	410M
Qualified Shoppers	215M	217M	207M	132M	170M	194M
Gross Orders	24M	26M	27M	7M	9M	10M
Net Orders	19M	21M	22M	6M	7M	8M
Net Room Nights	43M	47M	49M	9M	12M	15M

Visits dropped in 2019 on Desktop, compared to 2018 platform, probably due to possible migration of customer from Desktop to Mobile or possible market channel degradation.

Big transition in customer behavior where Mobile Visits growth > Desktop. This indicates, customer likeliness to browse for hotels via app. Whereas **mobile order growth is lacking**.

Net Order over yearly quarters

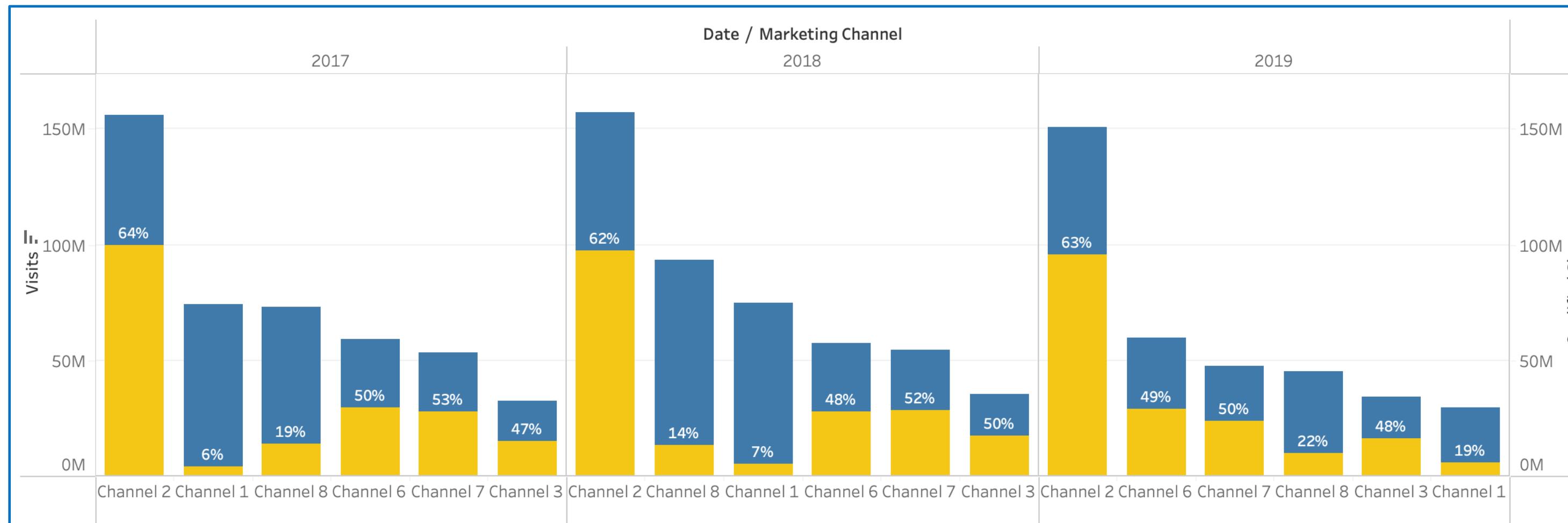


During each year, Quarter 2 and 3 stand out with increased Net Orders compared to Q1 and Q4, driven by heightened travel activity and summer family vacations.

Exploratory Data Analysis

Why is Desktop Visit Growth Dropping?

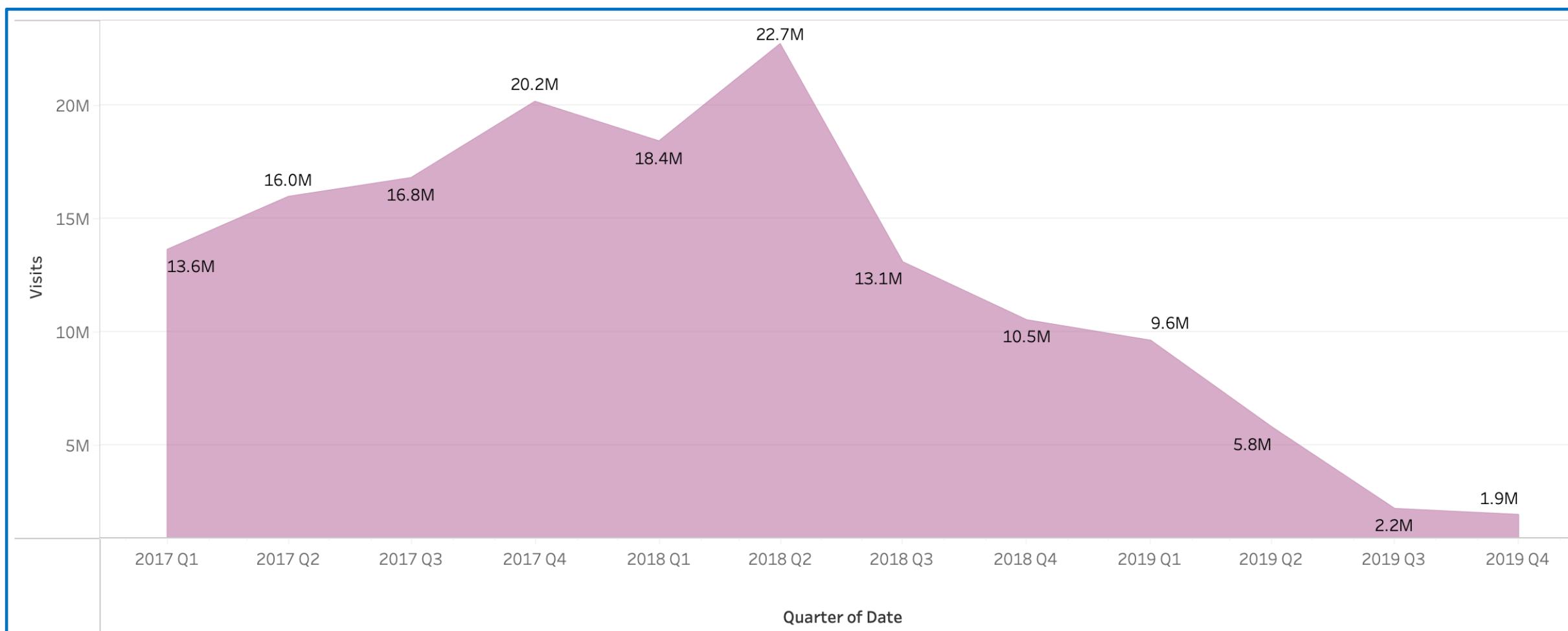
Visit vs Qualified Shopper Visits over years



Insights

- Channels 1 and 8 primarily drove the decrease in Visits, while other channels experienced minimal impact.
- The decline in Net Orders/Net Room nights wasn't linked to the Visits decrease, as Channel 8 exhibited a low conversion rate of 1.24% Order per Visits, significantly lower than the 2019 average of 4.5%.
- Channel 1, as illustrated below, observed a significant decline in visits, mainly in Region 3 over the past 4 quarters. Moreover, it displayed an 80% bounce rate over 3 years, suggesting a halt in investment in this medium.

Region 3 Visit over quarters



Hypothesis on reasons of Impact:

- Customer shift from Desktop to Mobile could explain the adverse effects on Net Visits and QSV.
- Flight incentives or strategies might have artificially inflated the projected Website Visit Counts.
- The 2019 UK Competition and Markets Authority (CMA) regulations could have influenced the Website's Visit numbers.

Focus Areas

- Evaluate pre- and post-2019 flight campaigns' effect on Visits, considering customer migration to the Mobile platform and opportunities for activity enhancement.
- Examine the influence of potential CMA regulations on Visits through pre- and post-2019 CPA and CPI analyses.

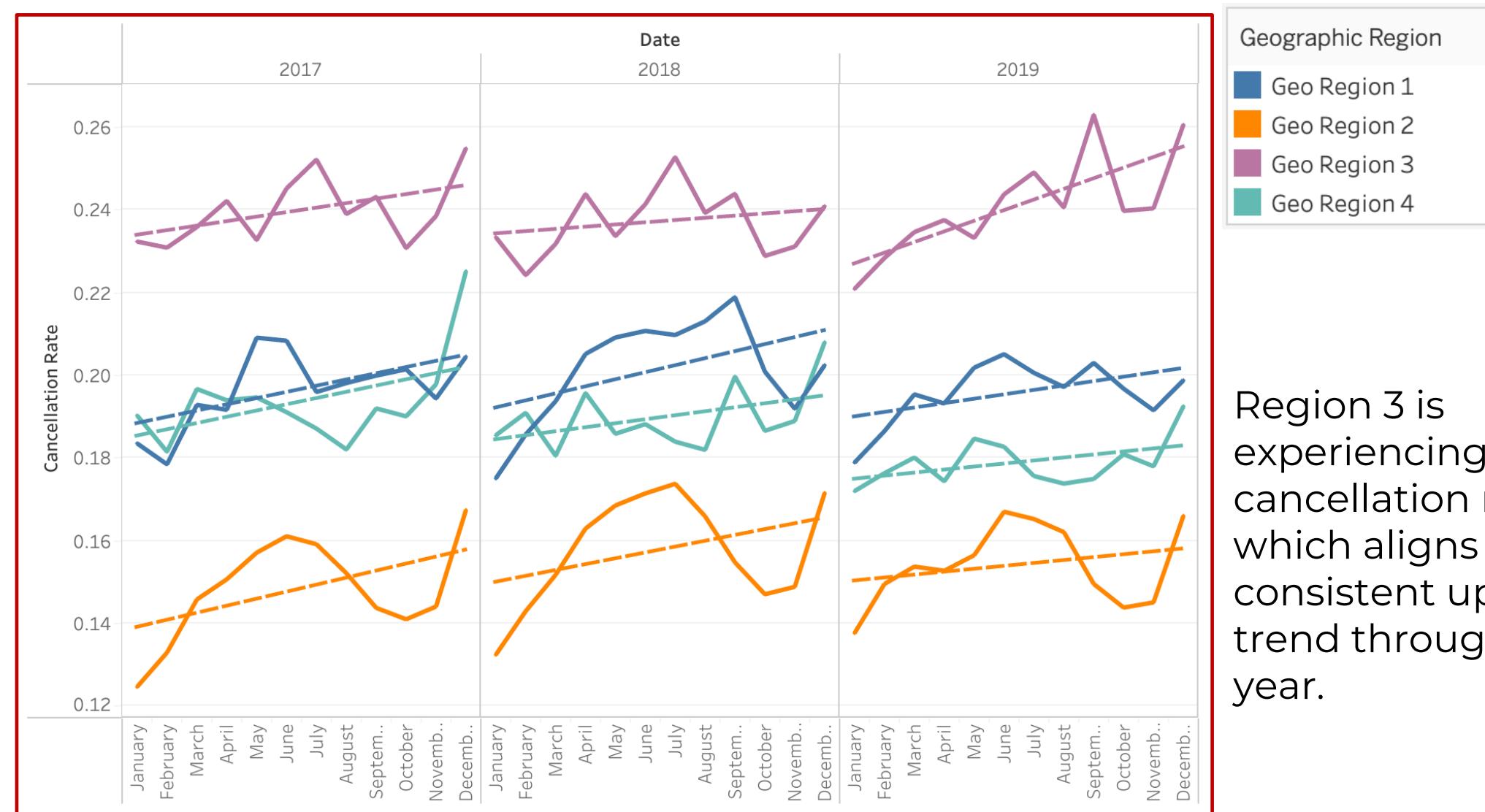
Funnel Analysis

Which channels to focus for the Regional problems and growth areas on Desktop?

Conducted a Funnel Analysis, to review high performing Regions and cost-effective Channels for mobile.



Geographic Region	Marketing Ch..	Year of Date	Visits	Qualified Shoppers	Gross Orders	Net Orders	Potential Rate D.	Order rate D.	Buying rate D.	Avg. Occup. Rate	Bounce Rate	Cancellation Rate
Geo Region 1	Channel 2	2019	77.67M	50M	8.95M	7,155K	64.6%	11.5%	9.2%	2.16	24.4%	20.1%
		2018	80.73M	51M	9.00M	7,134K	63.2%	11.1%	8.8%	2.13	28.0%	20.7%
		2017	82.17M	54M	8.64M	6,912K	65.6%	10.5%	8.4%	2.09	25.5%	20.0%
	Channel 3	2019	14.08M	7M	1.04M	797K	48.2%	7.4%	5.7%	2.08	33.2%	23.4%
		2018	14.66M	7M	1.07M	820K	50.6%	7.3%	5.6%	2.06	30.5%	23.7%
		2017	13.83M	7M	0.95M	729K	48.5%	6.9%	5.3%	2.05	28.7%	23.5%
	Channel 9	2019	4.33M	3M	0.28M	209K	77.8%	6.5%	4.8%	2.17	22.1%	25.5%
		2018	5.50M	4M	0.35M	258K	69.5%	6.3%	4.7%	2.11	29.2%	25.3%
		2017	7.74M	3M	0.25M	193K	41.6%	3.3%	2.5%	2.16	55.8%	24.2%
	Channel 5	2019	6.26M	5M	1.03M	846K	81.6%	16.4%	13.5%	1.88	16.8%	17.6%
		2018	5.07M	4M	0.72M	576K	80.2%	14.2%	11.4%	1.88	17.9%	19.8%
		2017	3.16M	2M	0.37M	290K	78.7%	11.8%	9.2%	1.92	18.9%	22.6%



Region 1 insights:

- Channel 2 stands out with the highest Visits and Net Orders, serving as our primary reference point.
- Notably, channels 5 and 9 exhibit a substantial Potential rate, positioning them as promising growth targets.
- Channel 5 boasts a high buying rate and low bounce rate, suggesting the potential for increased Net Orders with relatively less investment.
- Efforts are needed to improve Channel 3's Potential Rate, aiming to raise the order rate above 5.7%.

Region 1 focus areas:

- Allocate budget to Channel 5 for increased orders and room nights, capitalizing on its cost-effectiveness and strong uptake.
- The secondary focus should be enhancing the buying rate uptake for Channel 9.

Funnel Analysis

Which channels to focus for the Regional problems and growth areas on Desktop?



Geographic Region	Marketing Ch..	Year of Date	Qualified Visits	Gross Shoppers	Net Orders	Potential Rate D.	Order rate D.	Buying rate D.	Avg. Occupancy Rate	Bounce Rate	Cancellation Rate
Geo Region 2	Channel 2	2019	41.99M	26M	3.93M	3,337K	62.0%	9.4%	7.9%	2.43	28.5% 15.0%
		2018	43.26M	26M	3.83M	3,232K	60.6%	8.9%	7.5%	2.44	31.4% 15.6%
		2017	41.88M	26M	3.65M	3,124K	62.1%	8.7%	7.5%	2.46	28.9% 14.5%
	Channel 3	2019	11.55M	6M	0.60M	491K	48.2%	5.2%	4.2%	2.43	33.7% 17.7%
		2018	11.98M	6M	0.59M	483K	50.1%	4.9%	4.0%	2.49	32.6% 18.2%
		2017	10.94M	5M	0.51M	422K	45.6%	4.7%	3.9%	2.50	31.5% 17.4%
	Channel 9	2019	9.34M	6M	0.23M	191K	68.1%	2.5%	2.0%	2.85	31.9% 17.8%
		2018	9.58M	6M	0.22M	181K	64.8%	2.3%	1.9%	2.81	35.0% 18.0%
		2017	14.44M	7M	0.23M	190K	50.0%	1.6%	1.3%	2.87	48.4% 17.6%
	Channel 1	2019	4.51M	2M	0.97M	838K	46.0%	21.5%	18.6%	2.26	45.5% 13.8%
		2018	5.92M	2M	0.89M	764K	32.7%	15.0%	12.9%	2.26	58.7% 14.2%
		2017	4.24M	2M	0.77M	667K	41.8%	18.1%	15.7%	2.28	48.5% 13.1%
	Channel 5	2019	5.27M	4M	0.31M	264K	73.4%	5.8%	5.0%	2.13	25.3% 13.4%
		2018	3.62M	3M	0.20M	170K	74.8%	5.4%	4.7%	2.12	24.8% 13.7%
		2017	2.13M	2M	0.11M	97K	77.2%	5.2%	4.5%	2.10	22.5% 13.5%

Geographic Region	Marketing Ch..	Year of Date	Qualified Visits	Gross Shoppers	Net Orders	Potential Rate D.	Order rate D.	Buying rate D.	Avg. Occupancy R..	Bounce Rate	Cancellation Ra..
Geo Region 3	Channel 2	2019	22.64M	13M	1.99M	1,539K	58.9%	8.8%	6.8%	2.52	29.8% 22.6%
		2018	24.50M	14M	2.04M	1,577K	59.1%	8.3%	6.4%	2.46	31.4% 22.9%
		2017	23.55M	15M	1.90M	1,467K	61.7%	8.1%	6.2%	2.48	26.2% 23.0%
	Channel 3	2019	6.02M	3M	0.40M	301K	46.9%	6.6%	5.0%	2.37	31.1% 23.9%
		2018	6.06M	3M	0.38M	293K	48.4%	6.3%	4.8%	2.41	30.9% 23.6%
		2017	5.60M	3M	0.33M	249K	45.9%	5.9%	4.5%	2.42	30.0% 24.0%
	Channel 5	2019	2.64M	2M	0.14M	111K	77.7%	5.5%	4.2%	2.37	20.8% 22.9%
		2018	1.67M	1M	0.10M	75K	80.0%	5.7%	4.5%	2.30	19.2% 22.0%
		2017	0.64M	1M	0.03M	26K	79.6%	5.2%	4.0%	2.45	19.2% 22.9%

Region 3 insights:

- Among the channels, Channel 3 and 5 display promising growth potential in comparison to the primary focus of Channel 2, known for its leading Visits and net orders.
- Channel 3 will demand additional investment at the upper funnel to boost QSV.
- While Channel 5 demonstrates a high Potential rate (QSV/Visits), enhancements are needed for both Gross and Net Orders.

Region 2 insights:

- Channel 2 serves as our primary benchmark for comprehensive enhancement, driven by its leading Visits and Net Orders.
- With Channel 1 exhibiting the highest Net Order conversion rate, Channels 9 and 5 emerge as potential avenues for growth due to their elevated QSV per Visits, akin to our primary Channel 2.
- Like Channels 3, 6, and 7, which accumulate significant Visits, they require enhancements at both the top and bottom stages of the funnel.

Region 2 focus areas:

- Allocate budget to Channel 1 to increase orders and room nights, leveraging its high order rate, despite the higher bounce rate compared to Channel 5 & 9.
- Prioritize investment in Channel 5 for cost-effectiveness, given its lowest bounce rate.
- Implement Work-friendly badges for accommodations.
- Enhance growth for Channels 3, 6, and 7 by incorporating additional information about amenities for accommodations.

Exploratory Data Analysis

Why is Mobile Order conversion rate low?

In 2019, Mobile and Desktop platforms recorded an equal number of Visits and Qualified Visits.

	Platform / Date					
	Desktop			Mobile		
	2017	2018	2019	2017	2018	2019
Visits	499M	520M	407M	263M	343M	410M
Qualified Shoppers	215M	217M	207M	132M	170M	194M
Gross Orders	24M	26M	27M	7M	9M	10M
QSV/Visits	43.2%	41.6%	51.0%	50.4%	49.5%	47.4%
Gross Order/QSV	11.1%	11.9%	13.0%	5.0%	5.1%	5.3%
Net Order/Gross Orders	80.3%	79.8%	80.4%	82.9%	82.1%	81.9%

As indicated, the challenge lies in the Order Rate (Qualified Shopper Visits / Gross Order) conversion on the Mobile platform, which is lower compared to the Desktop.

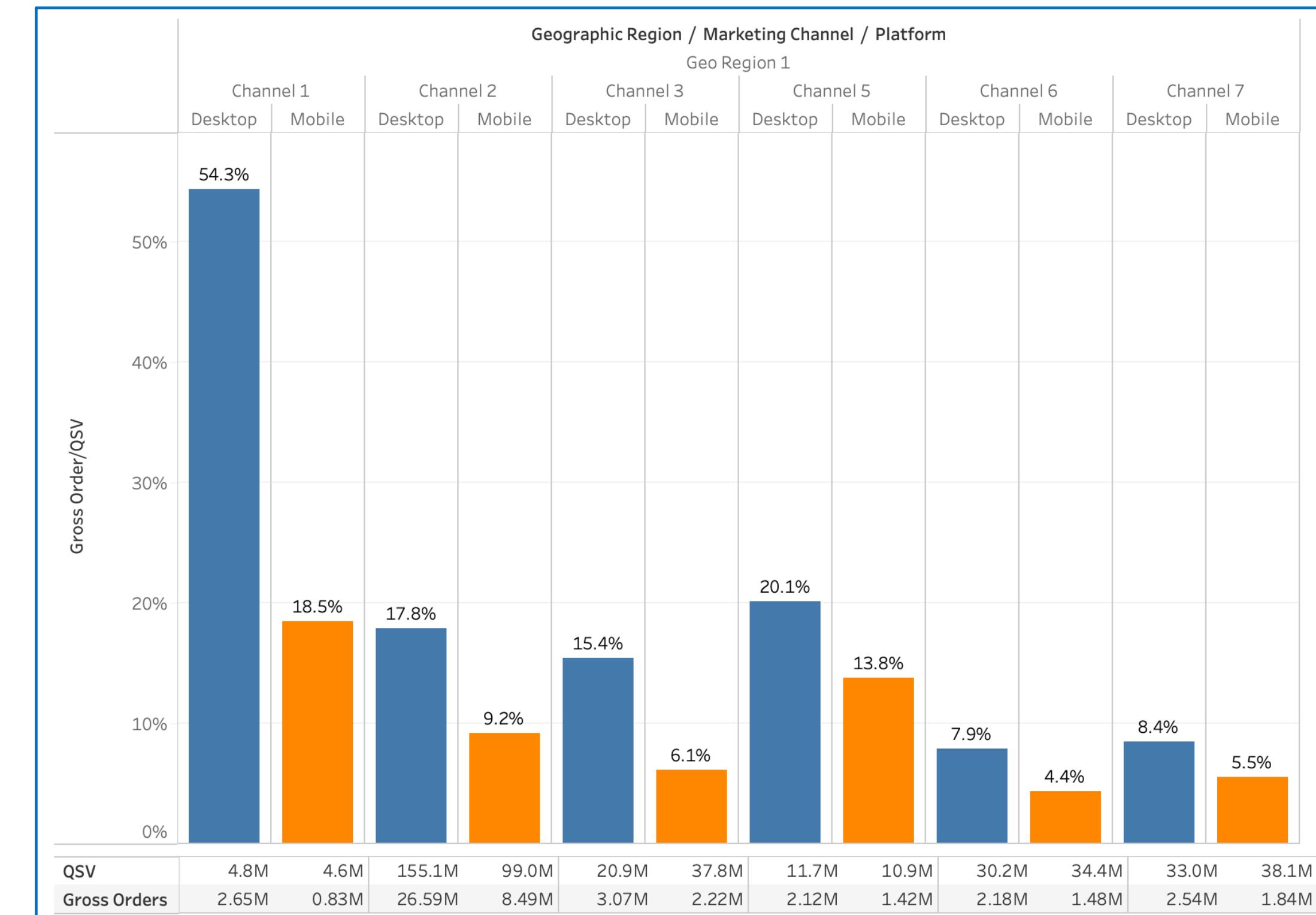
Possible reasons for this issue?

- Customers express apprehension regarding order and payment security during the ordering process.
- The customer UI journey on Desktop is more refined compared to Mobile. While the Mobile platform encourages greater customer engagement due to accessibility and mobility advantages, it falls short in terms of providing the clarity and visual appeal necessary for seamless order placement. For instance, the visibility of cancellation policies on Mobile is not as clear as desired.

Potential improvements to increase order conversion rate?

- Initiate Voice of Customer/short reviews on order placement to gather insights and reasons.
- Revise the customer order placement journey on the Mobile platform.
- Implement security measures, including non-storage of card information and Multi-Factor Authentication (MFA) for the Mobile app.

Which Region and Marketing Channel is having a low Mobile Order conversion rate?



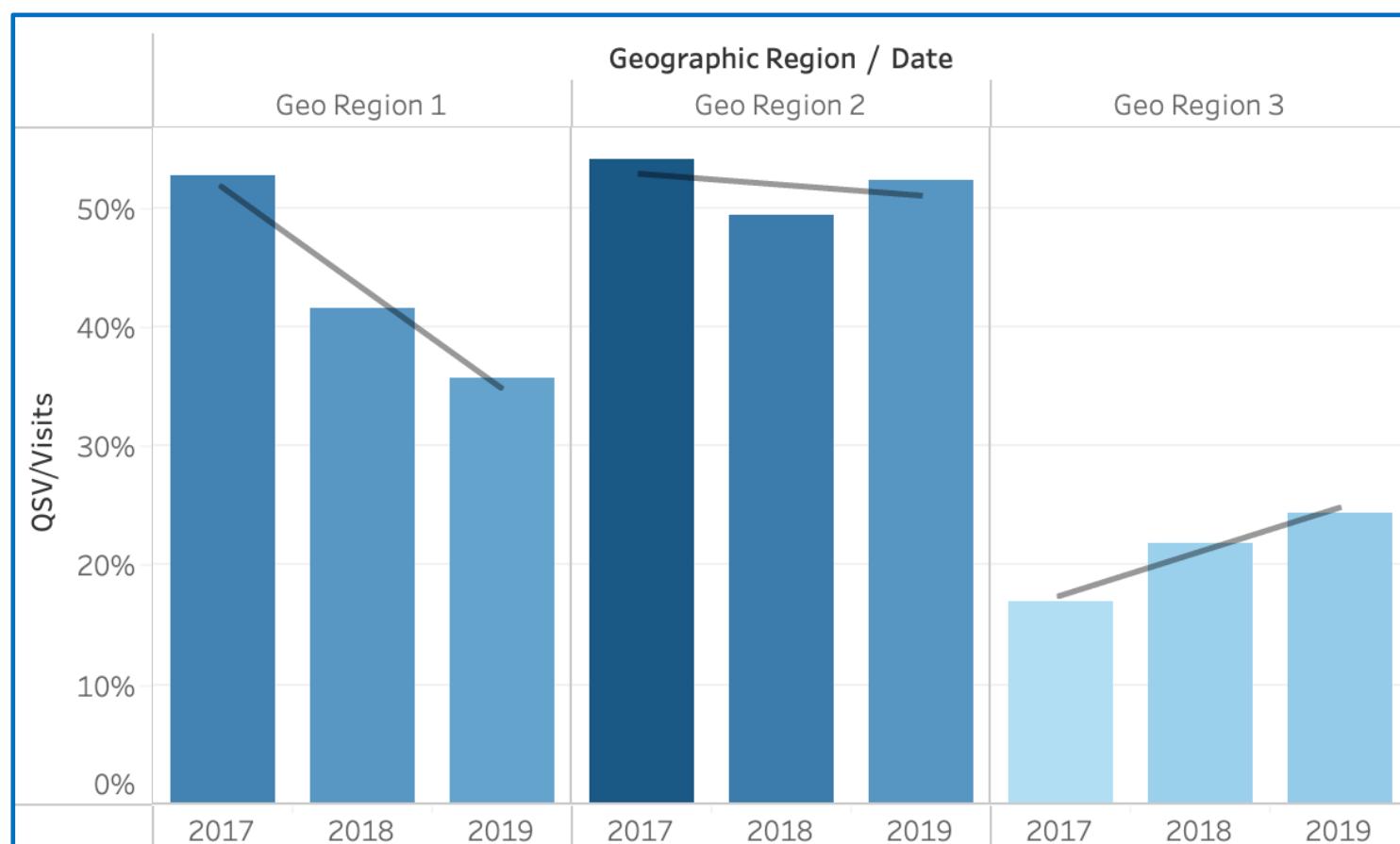
- Like Region 1, regions 2-4 also encountered a consistent order rate conversion challenge in 2019 when compared to Desktop.
- The provided chart highlights the prominent impact on channels, specifically channel 1, 2, and 3 in Region 1. These channels are pivotal for the Mobile application's high growth.
- This issue persists across Quarters, Months, and Days.

Exploratory Data Analysis

Growth areas in Net Room Nights/Net Orders for Mobile?

Which are the high performing Regions for Mobile?

Region 1 boasts the highest number of visits and orders, followed by Region 2 and 3.



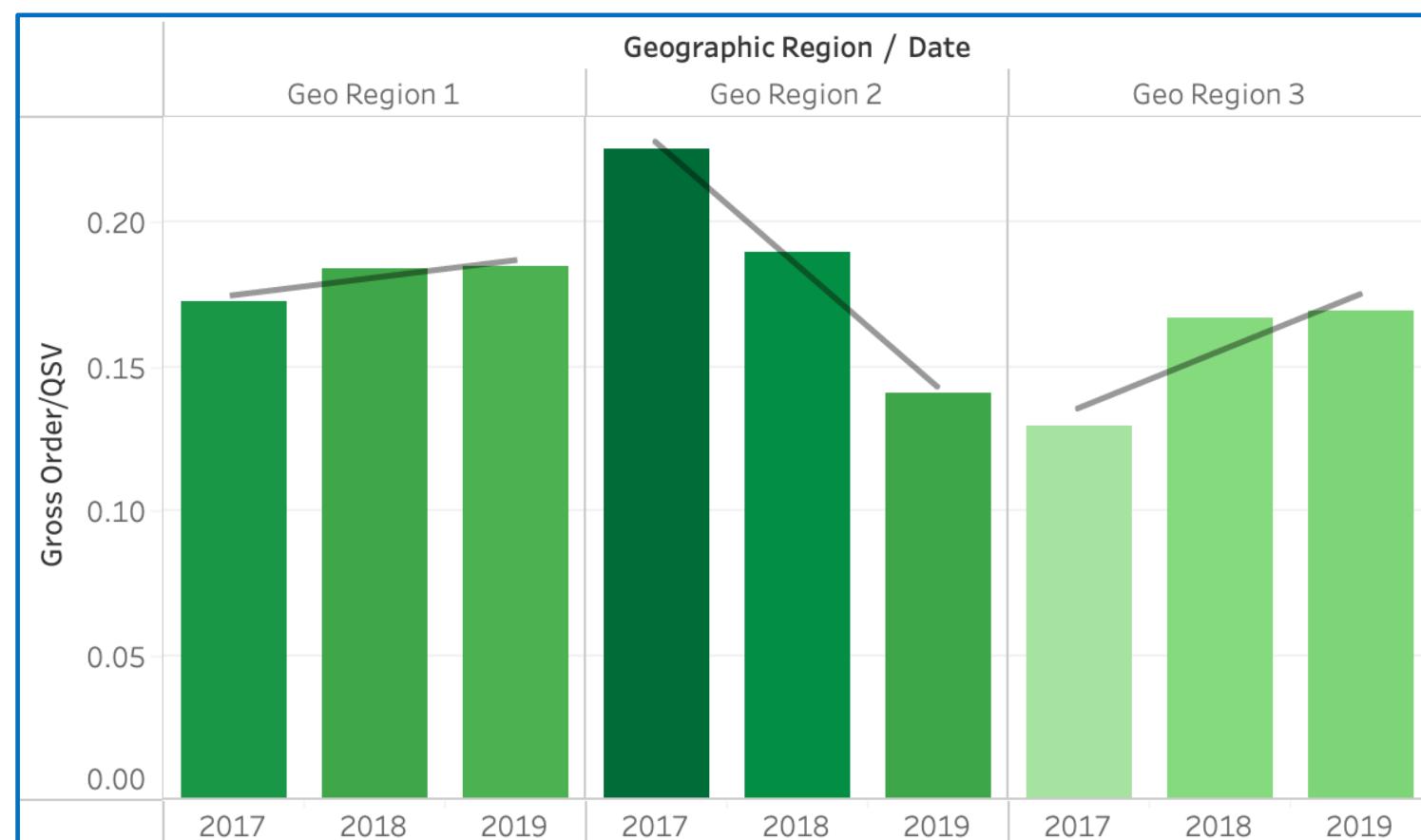
Insight:

- Region 1 encounters a challenge in obtaining Qualified Shopper Visits, as the QSV growth rate lags the Visit growth rate.
- When examined on a monthly/quarterly basis, a decline is noticeable in the third quarter, specifically during September and October.

Suggestion to increase QSV/Visits conversion rate?

- Focus on targeting loyal and highly engaged customer segments during September and October.

Which areas can be improved for these Regions?

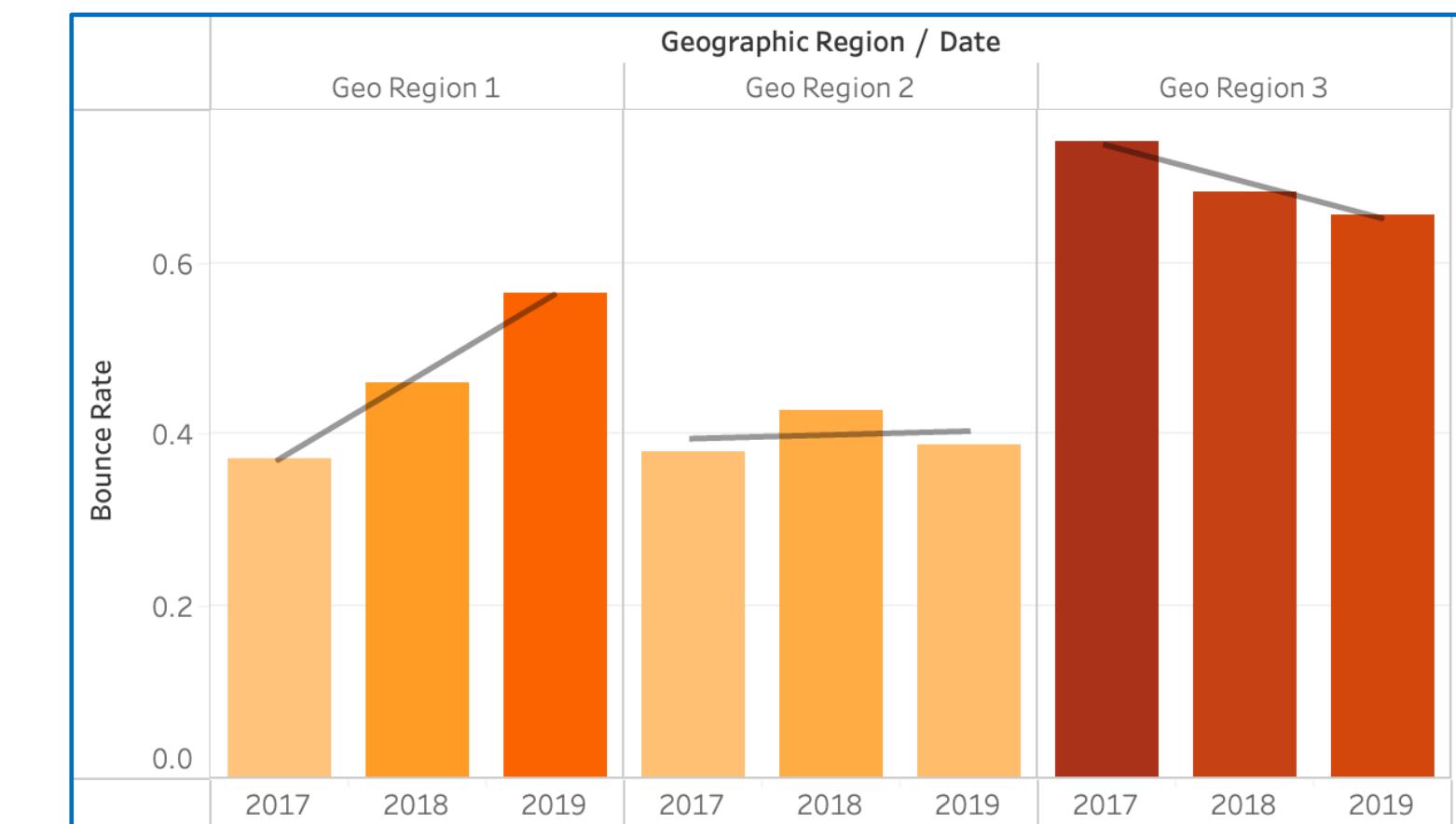


Insight:

- Region 2 is grappling with a challenge in facilitating Qualified Shopper customers to complete orders, evidenced by a decline in the Gross Order/QSV rate.
- This decline is consistently observed on both monthly and quarterly levels throughout 2019.

Mitigation strategies for growth?

- Encourage customers to place orders by offering cashback or discounts as incentives.
- Enhance customer interest by incorporating higher quality photos and increasing accommodations supply.



Insight:

- In both Region 1 and 3, the Bounce rate demonstrates a yearly increase.
- For Region 1, the bounce rate experiences a quarterly rise, averaging 51% throughout 2019.
- Conversely, in Region 3, the bounce rate remained consistently high but notably decreased in the final two quarters of 2019.

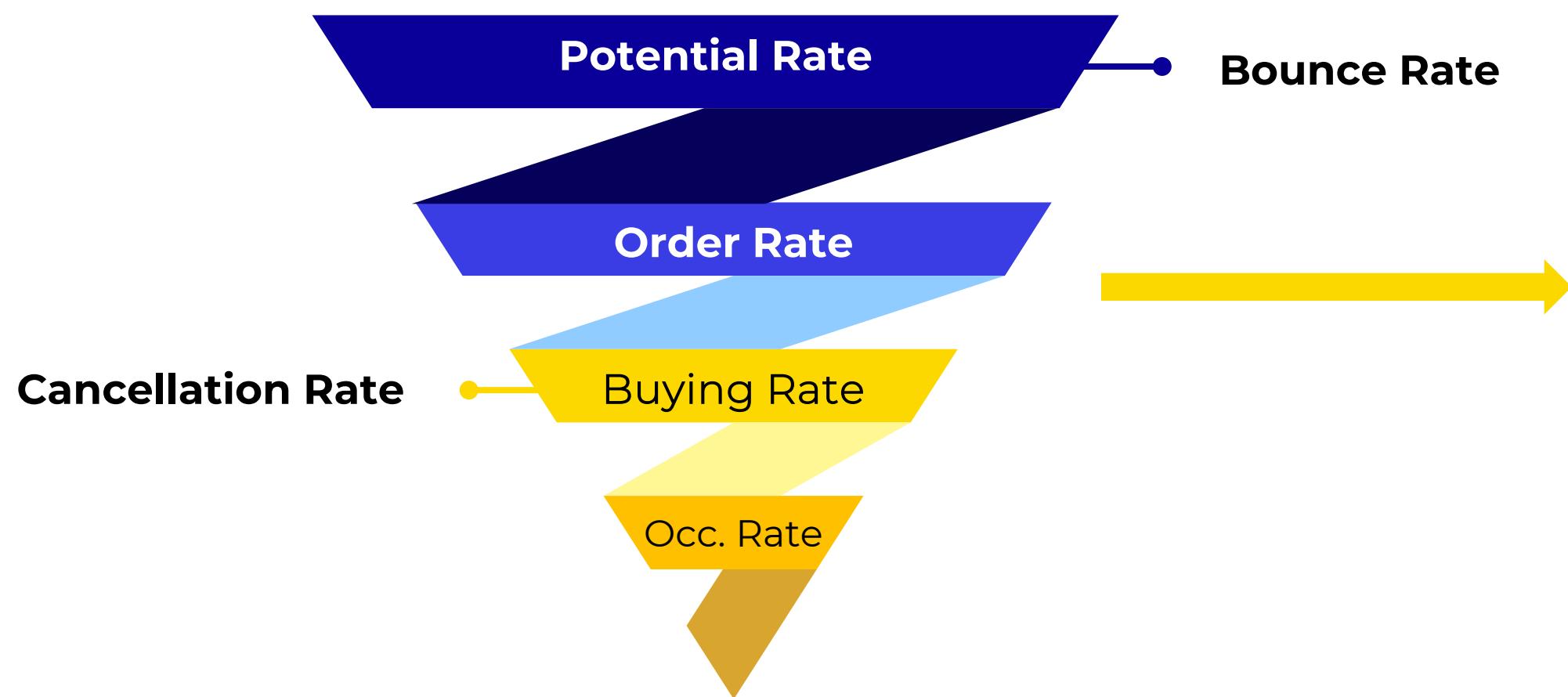
Suggestion to decrease bounce rate?

- Concentrate efforts on selected channels with lower bounce rates.

Funnel Analysis

Which channels to focus for the Regional problems and growth areas on Mobile?

Conducted a Funnel Analysis to review, high performing Regions and cost-effective Channels for mobile.



Region 1 insights:

- Promising growth prospects lie in Channel 7. Additionally, Channel 5 has emerged as a new and potential growth avenue, showcasing high Potential and Buying rates.
- The primary Channel 2 faces a challenge with a high Bounce rate of 42% (indicated in red).
- Channel 3 experiences a discrepancy between QSV growth and Visits growth throughout the year, compounded by a notable average cancellation rate of 22% (highlighted in purple and red).

Geographic Region	Market Ch..	Year o..	Visits	QSV	Net Orders	Potential Rate	Order Rate	Buying Rate	Avg. Occupancy	Cancellation Rate	Bounce Rate
Geo Region 1	Channel 2	2019	66.76M	33M	2,555K	50.2%	4.6%	3.8%	1.57	17.09%	43.89%
		2018	63.08M	33M	2,427K	53.1%	4.6%	3.8%	1.53	16.31%	42.22%
		2017	58.99M	32M	2,127K	54.2%	4.3%	3.6%	1.51	15.25%	39.42%
	Channel 3	2019	31.01M	14M	680K	46.3%	2.8%	2.2%	1.70	22.85%	37.29%
		2018	28.94M	14M	610K	47.1%	2.7%	2.1%	1.70	22.63%	38.14%
		2017	23.83M	10M	433K	41.1%	2.3%	1.8%	1.68	21.89%	41.13%
	Channel 7	2019	20.44M	12M	549K	60.6%	3.3%	2.7%	1.57	19.56%	32.67%
		2018	23.89M	15M	560K	61.7%	2.9%	2.3%	1.54	18.63%	33.93%
		2017	17.20M	11M	387K	64.1%	2.7%	2.3%	1.52	17.69%	31.60%
	Channel 5	2019	5.89M	4M	523K	75.7%	10.5%	8.9%	1.46	15.02%	18.26%
		2018	5.36M	4M	418K	72.0%	9.7%	7.8%	1.45	19.31%	20.22%
		2017	3.40M	3M	204K	75.2%	8.3%	6.0%	1.47	27.81%	17.54%

Region 1 focus areas:

- Allocate budget to Channel 5 to drive increased orders and room nights, considering the favorable bounce rate, which is likely to result in a low potential CPA.
- Implement segmentation strategies to effectively identify and target customers for Channel 3, enhancing QSV growth.

Region 2 focus areas:

- Allocate budget to Channel 1 to increase both orders and room nights, given its high order rate.
- Prioritize investment in Channel 5 for its cost-effectiveness, attributed to the lowest Bounce rate.
- Implement in-app reviews to gather insights on security concerns, particularly regarding card storage information.
- Improve the UI for this region's customers, as booking hotels might be challenging.
- Advertise and offer incentives for ordering through the App in this region, considering the persistent issue across the region.

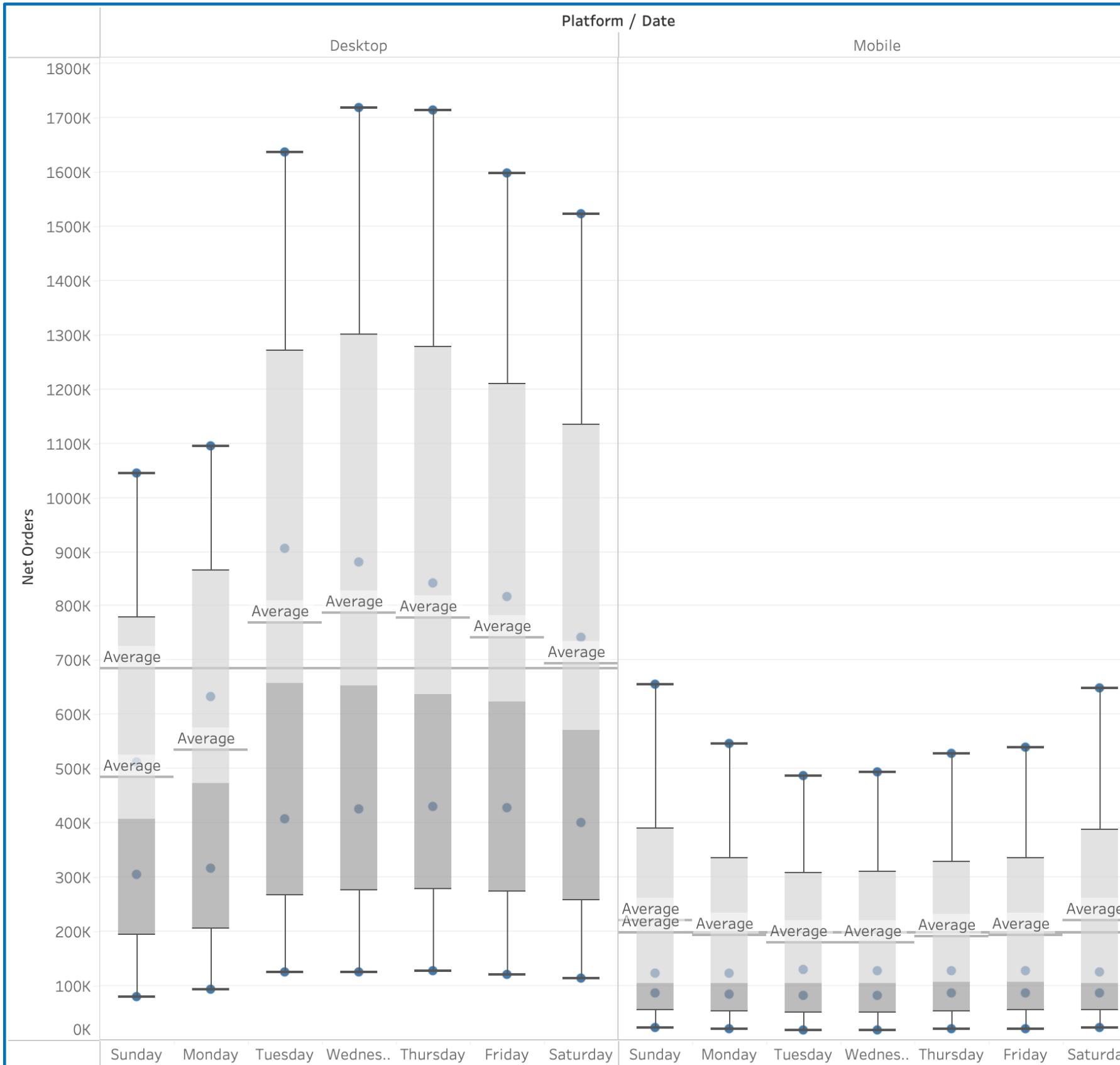
Region 2 insights:

- Notably, as indicated in yellow, all channels in Region 2 are encountering challenges with low order rate growth, except for Channel 1.
- Channel 1 stands out as a new and burgeoning growth avenue, showcasing impressive order, buying, and occupancy rates.

Exploratory Data Analysis

Which days to target customers on Mobile and Desktop?

Net Order over Weekdays



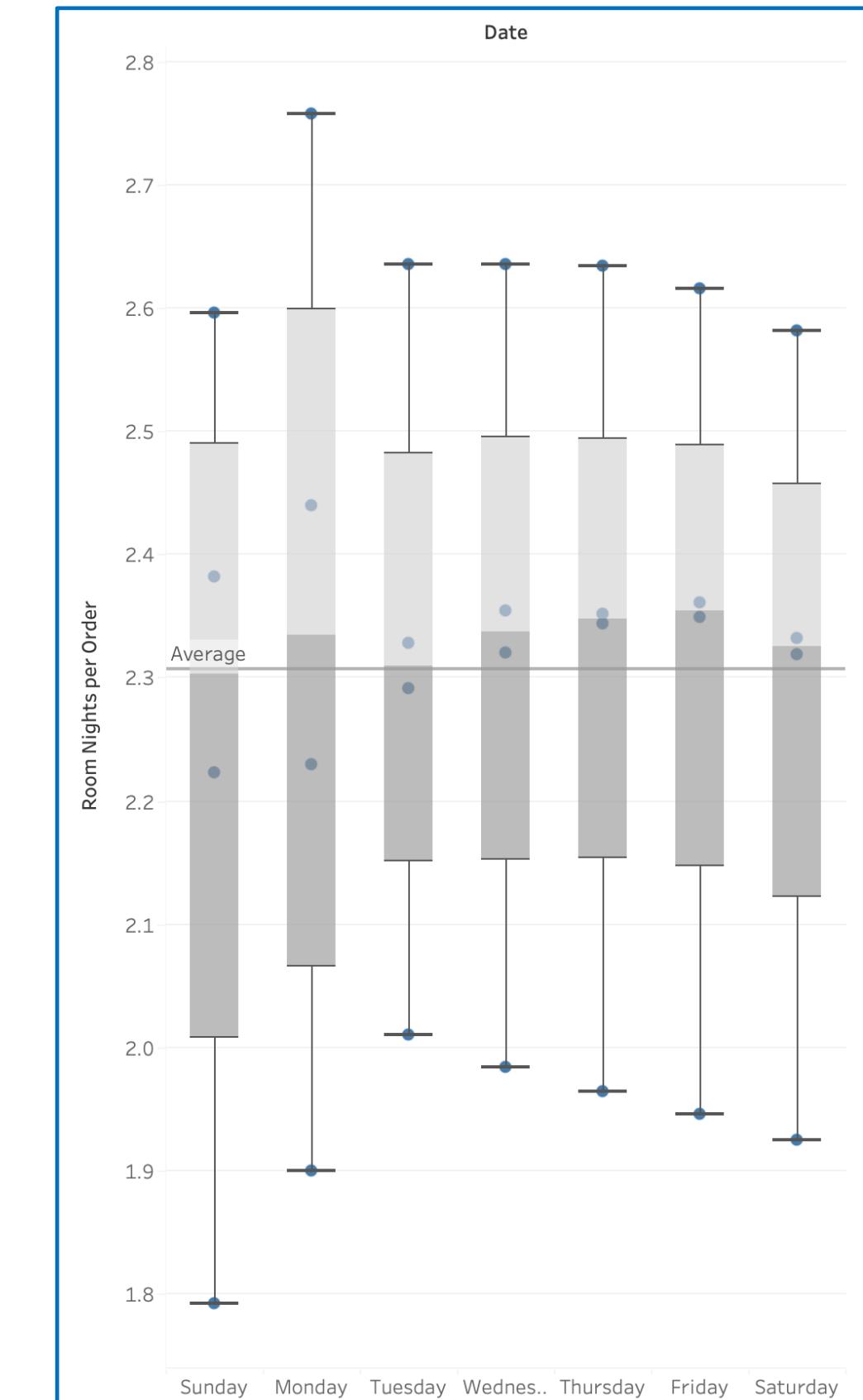
Insights:

- Mobile orders exhibit higher activity during weekends, with a decrease during mid-weekdays.
- Desktop sees a concentration of hotel bookings on Tuesday, Wednesday, and Thursday, while Sunday and Monday record lower activity.
- The chart on the right suggests that both platforms demonstrate the potential for more room nights per order on Mondays compared to other days of the week.

Strategy:

- Implement in-app reminders on Mobile, specifically on Thursday or Friday, to encourage booking activity over the weekends.
- Evaluate transfer pricing, ensuring it remains lower for bookings on weekdays compared to weekends.
- Advertise campaigns for Desktop users on Sundays and Mondays to amplify activity levels.
- Consider offering limited-time promotions or exclusive deals during mid-weekdays on Mobile to incentivize bookings during typically slower periods.
- Implement a loyalty program that rewards users for booking on both Mobile and Desktop platforms, encouraging repeat bookings and engagement.
- Collaborate with popular local events or attractions to create special packages, increasing the appeal of bookings and potentially driving more activity across the week.

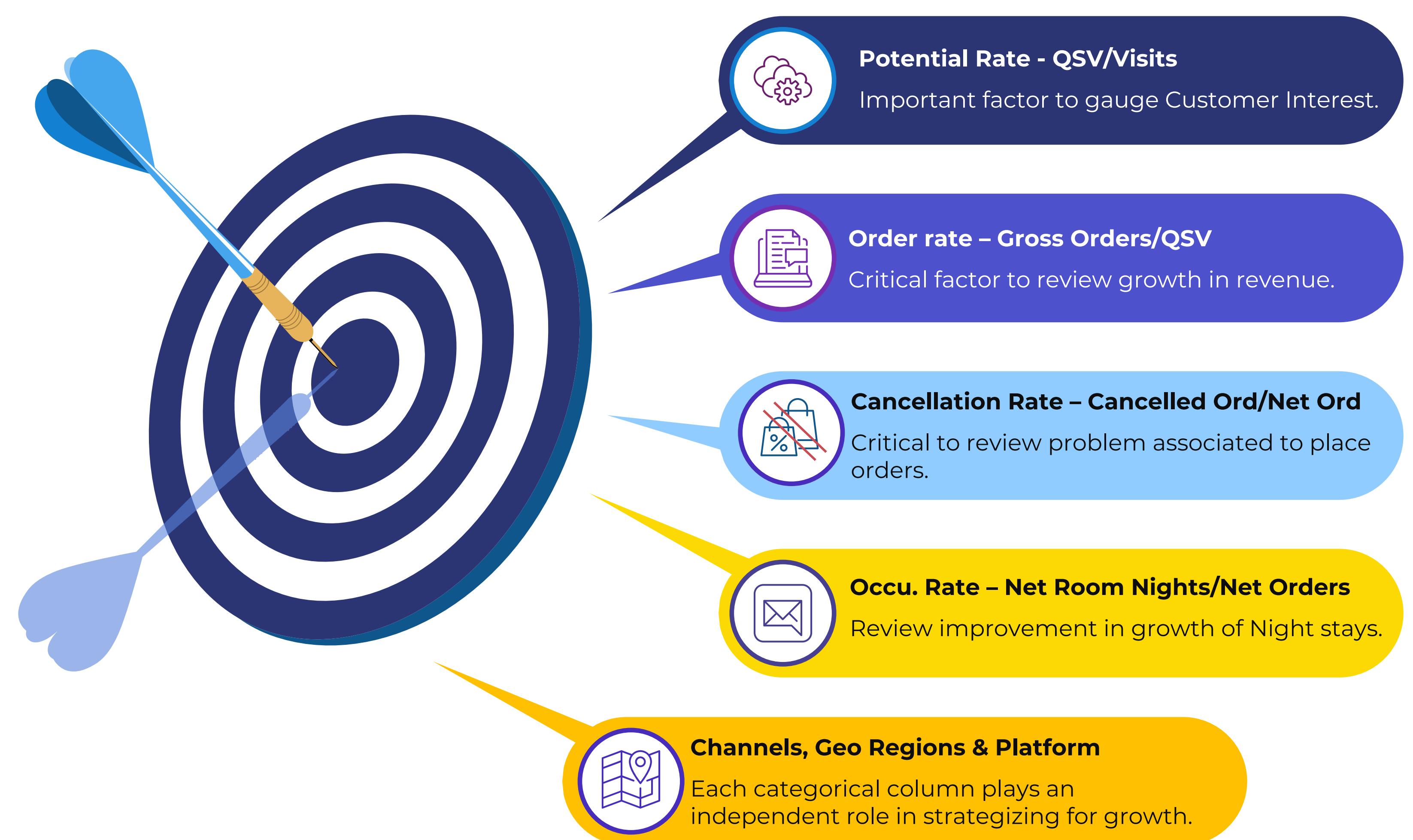
Room Nights per order over Weekdays



Key Drivers of Net Room Nights

Missing Attributes for Improvements

- Incorporating cost-based metrics like CPI and CPA per channel would provide valuable insights for refining acquisition strategies and targeted growth efforts.
- Integrating revenue-based metrics such as ARPU (Average Revenue Per User) or revenue per region/channel would facilitate the prioritization and quantification of strategies across regions and channels.
- The inclusion of unique user IDs would enable the segmentation of returning customers from new ones, leading to more effective customer engagement strategies.
- Implementing geo region identification, such as categorizing regions as Europe, Asia, or the Middle East, would enhance market analysis and allow for comparisons aligned with global events like World Cups.
- Including the identification of market channels would empower better decision-making for allocating resources between paid and organic channels, optimizing marketing efforts.



Summary

Opportunities for growth of Room Nights

Mobile Platform

The platform is witnessing a substantial influx of Visits and Qualified Shoppers yet grappling with a challenge in converting potential customers into actual buyers.

Much like the Desktop platform, Channel 2 consistently shines as the top-performing channel for Qualified Shopper Visits across all regions.

Key Areas for Growth Focus:

- In Region 1, Channel 5 and 7 have emerged as target channels due to their high Potential and Buying rates.
- In Region 2, Channel 1 excels with the highest Potential and Order rates. Additionally, its very low cancellation rate suggests the presence of loyal customers to the brand.
- Most orders on the Mobile platform are placed on weekends, warranting focused investment during Quarters 2 and 3 on weekends.

Key Areas for Improvement:

- Region 1 necessitates an increase in the growth rate of Qualified Shopper Visits, particularly addressing the Potential rate across all channels, such as Channel 3.
- A critical challenge lies in the low Order rate for Regions 2 and 3, spanning across all channels except for Channel 1.
- High Bounce rates in Region 1 and 3 indicate a lack of customer interest, calling for a UI revamp.
- Efforts should be directed at elevating Visit activity levels during weekdays.

Desktop Platform

The platform is currently witnessing a decline in Visits from both Channel 1 and Channel 8, which is directly affecting the growth rates of QSV and Net Orders. However, the total Net Orders remain the highest across all platforms.

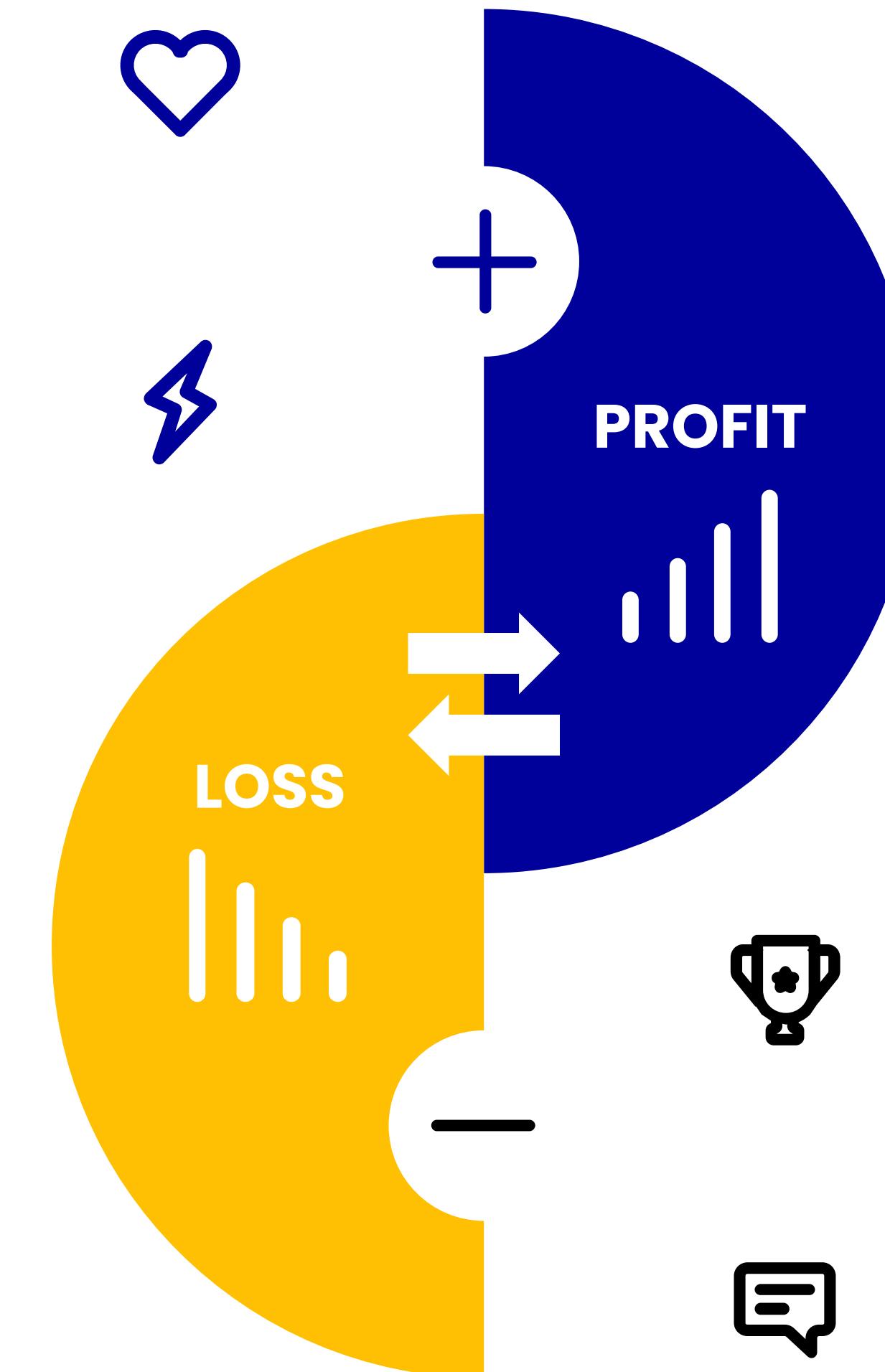
Consistently across all regions, Channel 2 remains the leading channel, demonstrating excellence in both top and bottom funnel performance.

Key Areas of Growth Focus:

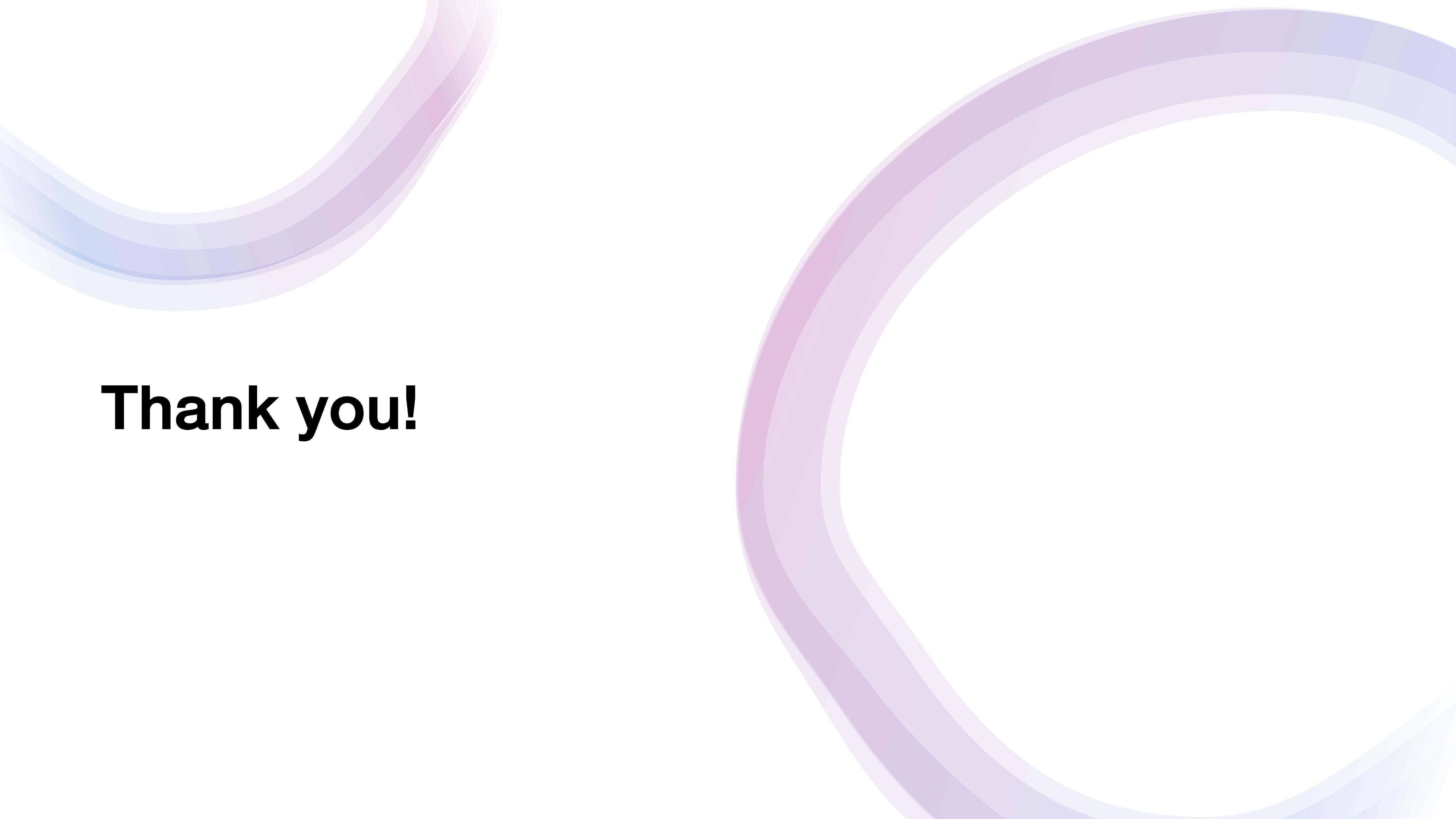
- For all Regions 1-4, Channel 5 should be the primary focus. Particularly in Regions 1 and 2, it showcases a high buying rate and a low bounce rate, making it an efficient investment choice.
- In Regions 1 and 2, Channel 9 emerges as a secondary preference due to its impressive Potential rate and order rate, providing a suitable avenue for onboarding qualified customers.
- In Region 2, despite having the highest buying rate at 18%, Channel 1 requires improvement in its Potential rate.
- Investments should be concentrated in Quarters 2 and 3, with a specific focus on campaigns for the desktop platform during late weekdays.

Key Areas for Improvement:

- Across all regions, Channel 3 holds significant potential in terms of Net Visits and QSVs. However, improving the ordering section of the funnel is essential for overall enhancement.
- Activity levels on Mondays should be increased as they yield the highest Net Room Nights per order.



Conclusion: Working on growth areas and improvements will enable increase Net Orders thereby directly increasing Room Nights.



Thank you!