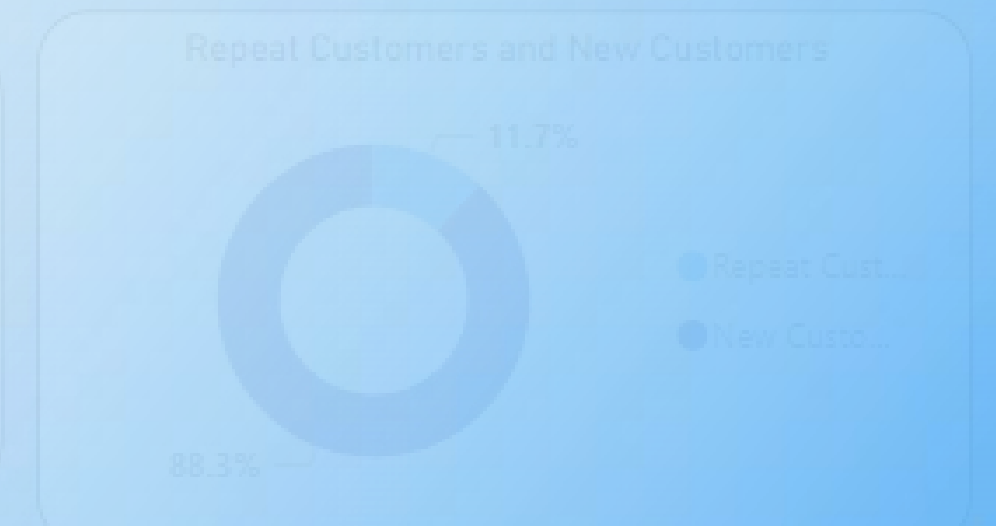
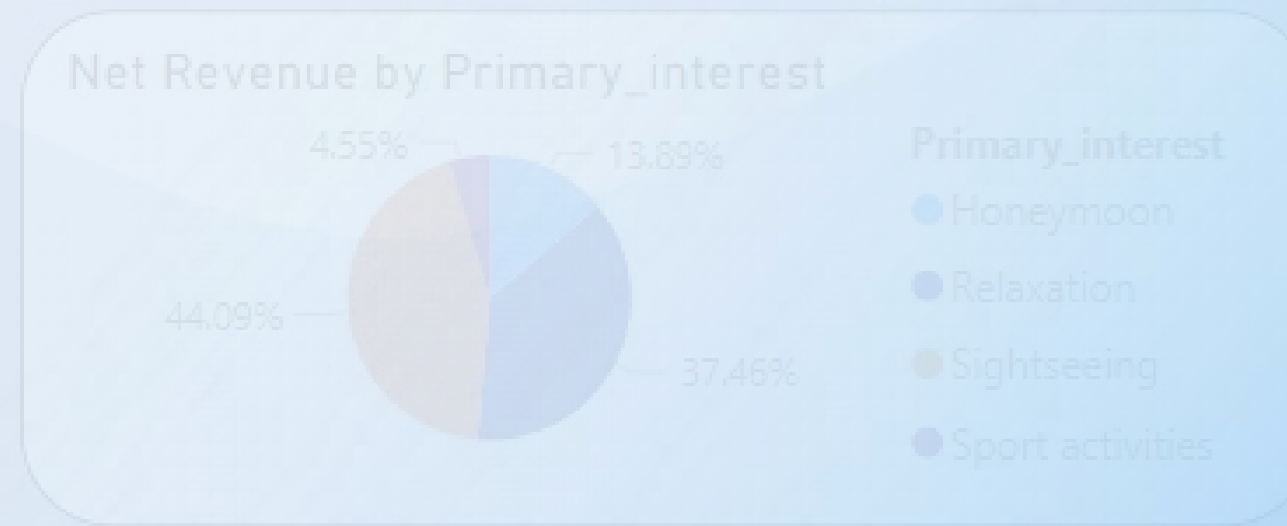
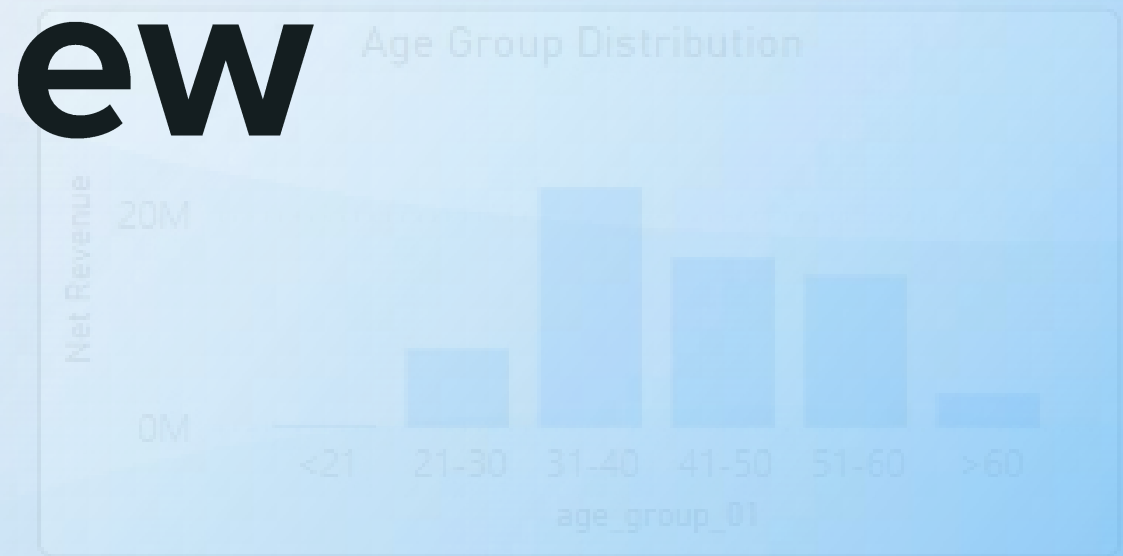
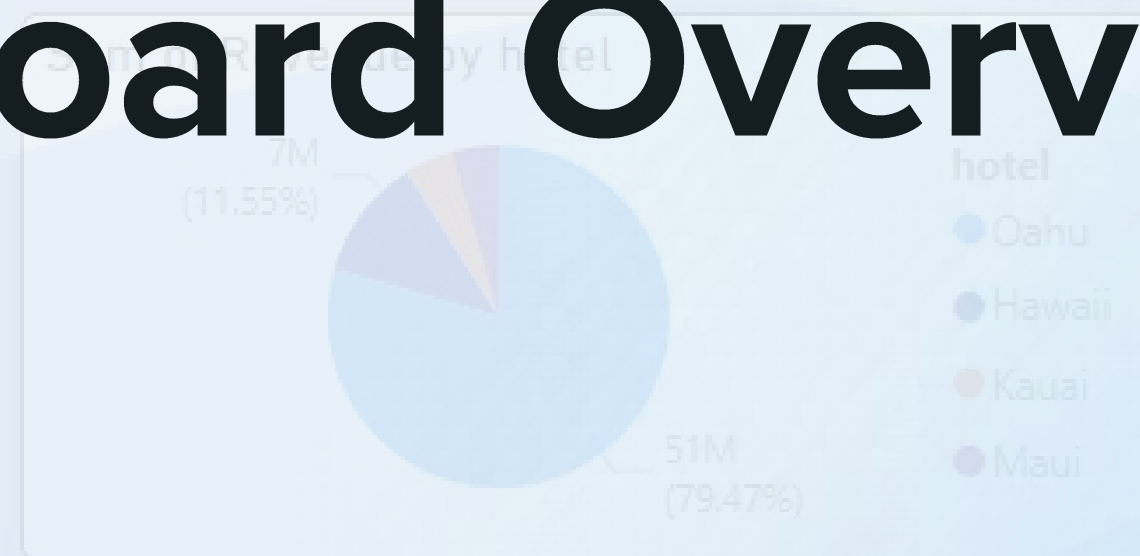
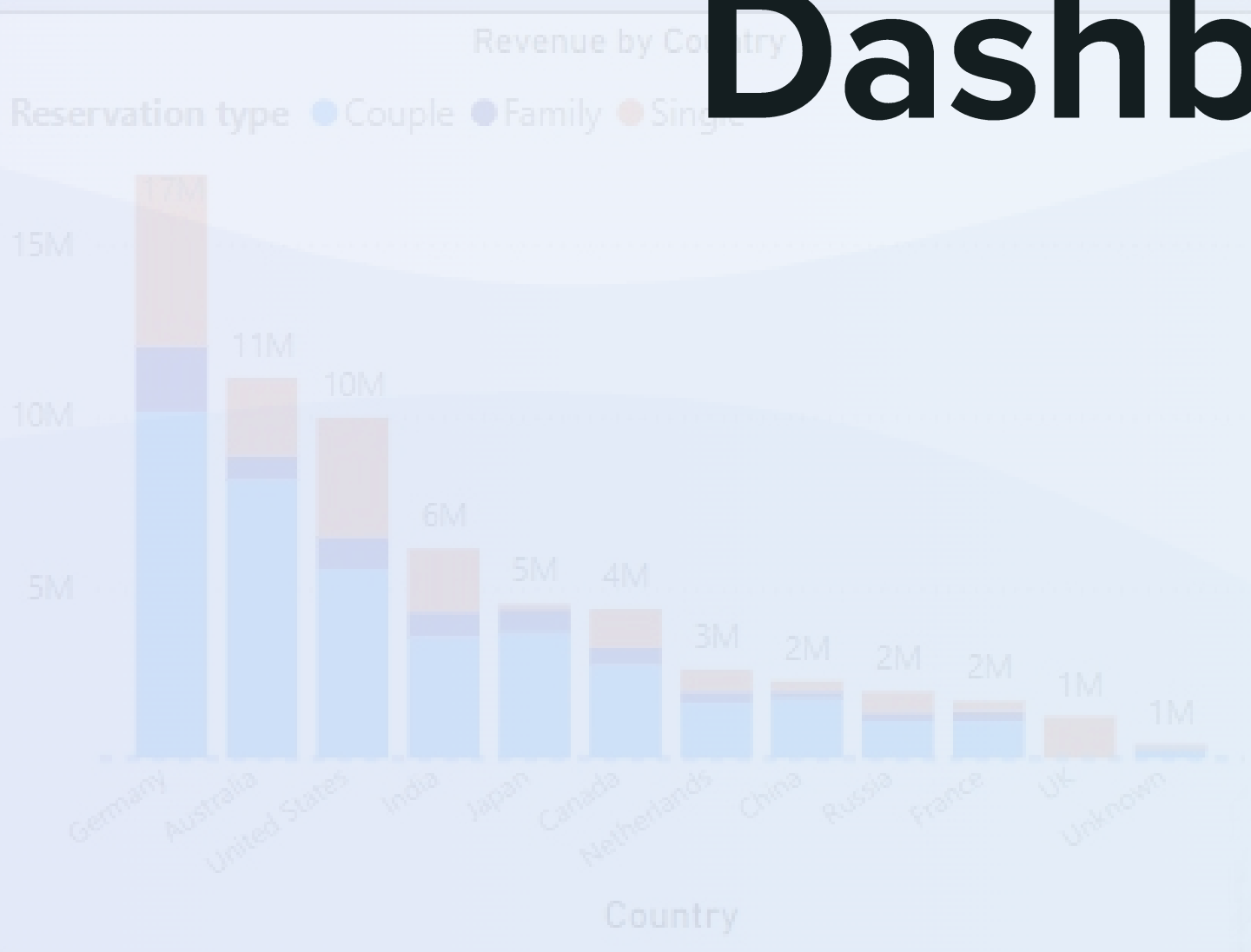
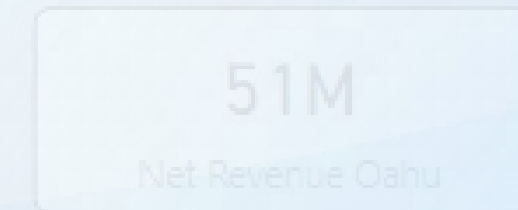
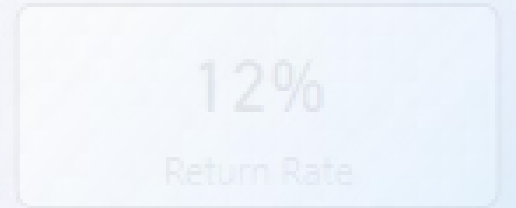


Contoso's sales by country and customer segment and purchased activity

Contoso's Sales Dashboard Overview



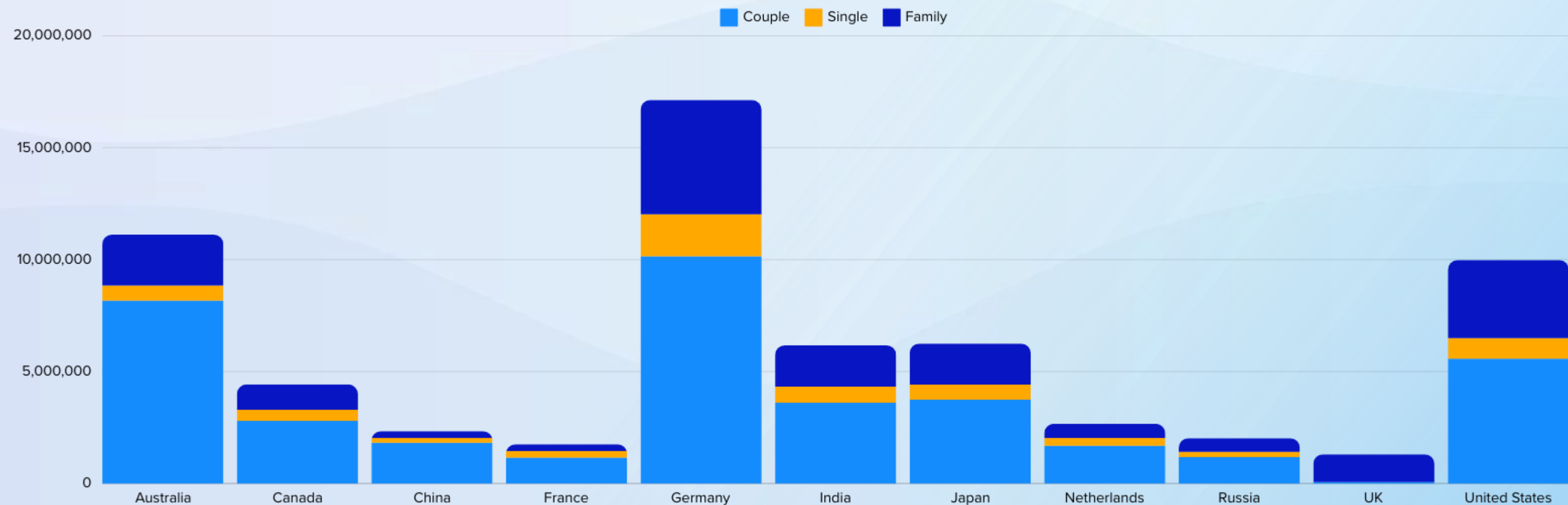
PROBLEM STATEMENT

- Contoso have not been able to reach the entire growth potential in some market areas and prospective segments and attracting new customers and revenue.
- Action is needed in marketing efforts and improving and creating new guest activities and developing marketing channels.

Reservation Analysis by Country

- The revenue by country highlights Germany, Australia, and the United States as top market areas. The couples are the largest group and there is growth potential in singles and families, through meeting their needs.

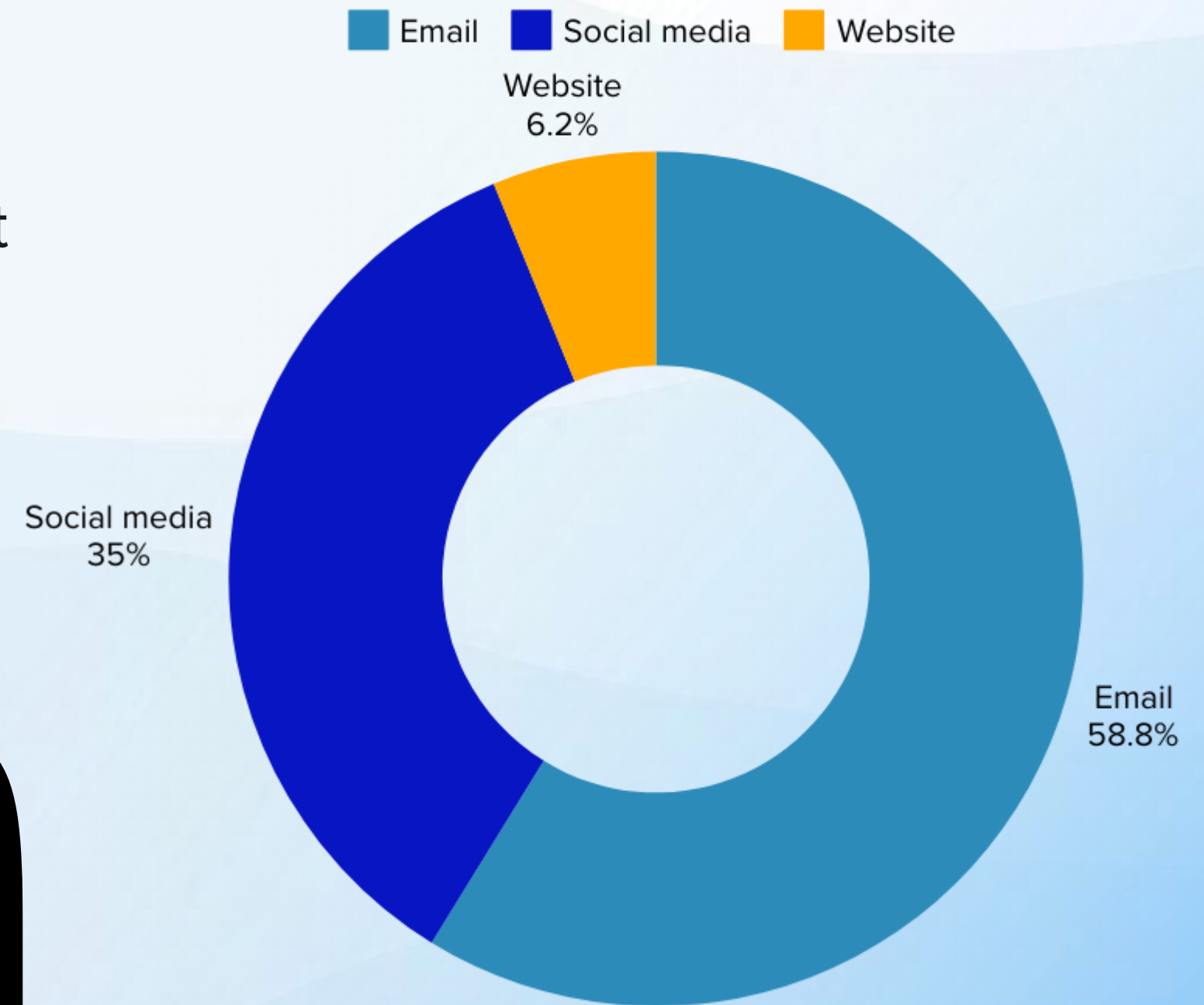
Revenue by country



Marketing Channels

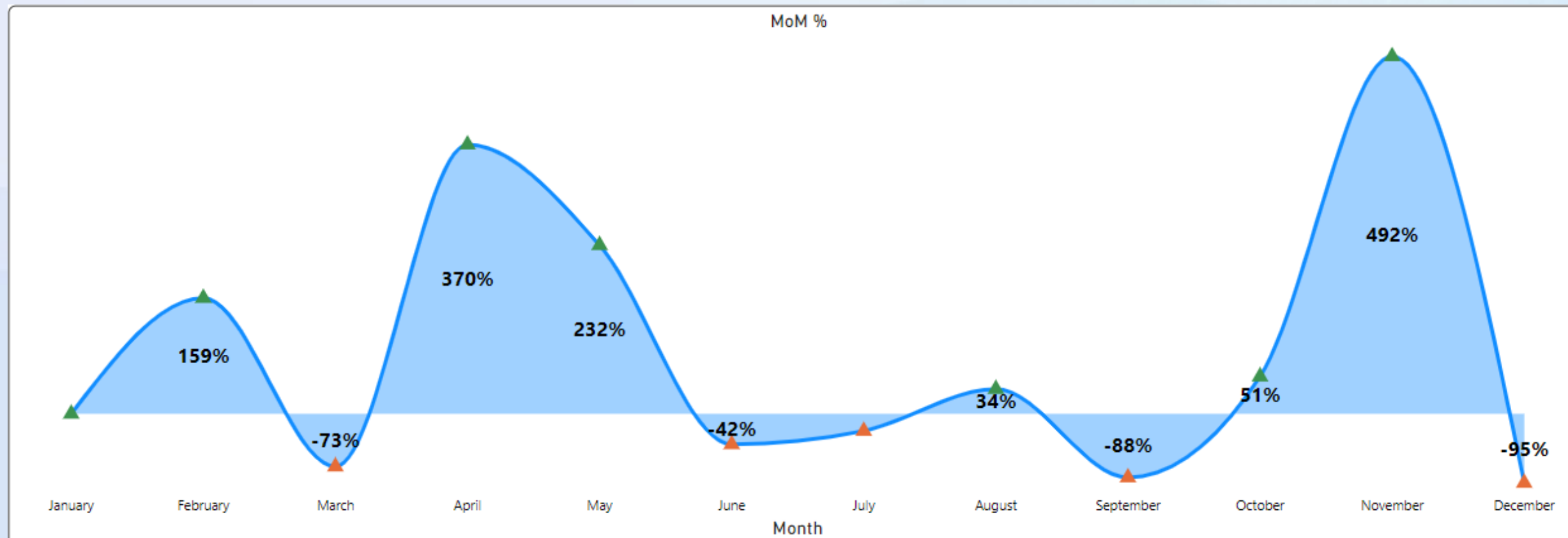
- Currently most bookings are via e-mail standing at 60 % of the total.
- The accomodation website is the weakest link to attract customers

Thus, there is a potential for growth if full focus is given to the two main marketing channels



Month-on-Month Revenue Analysis

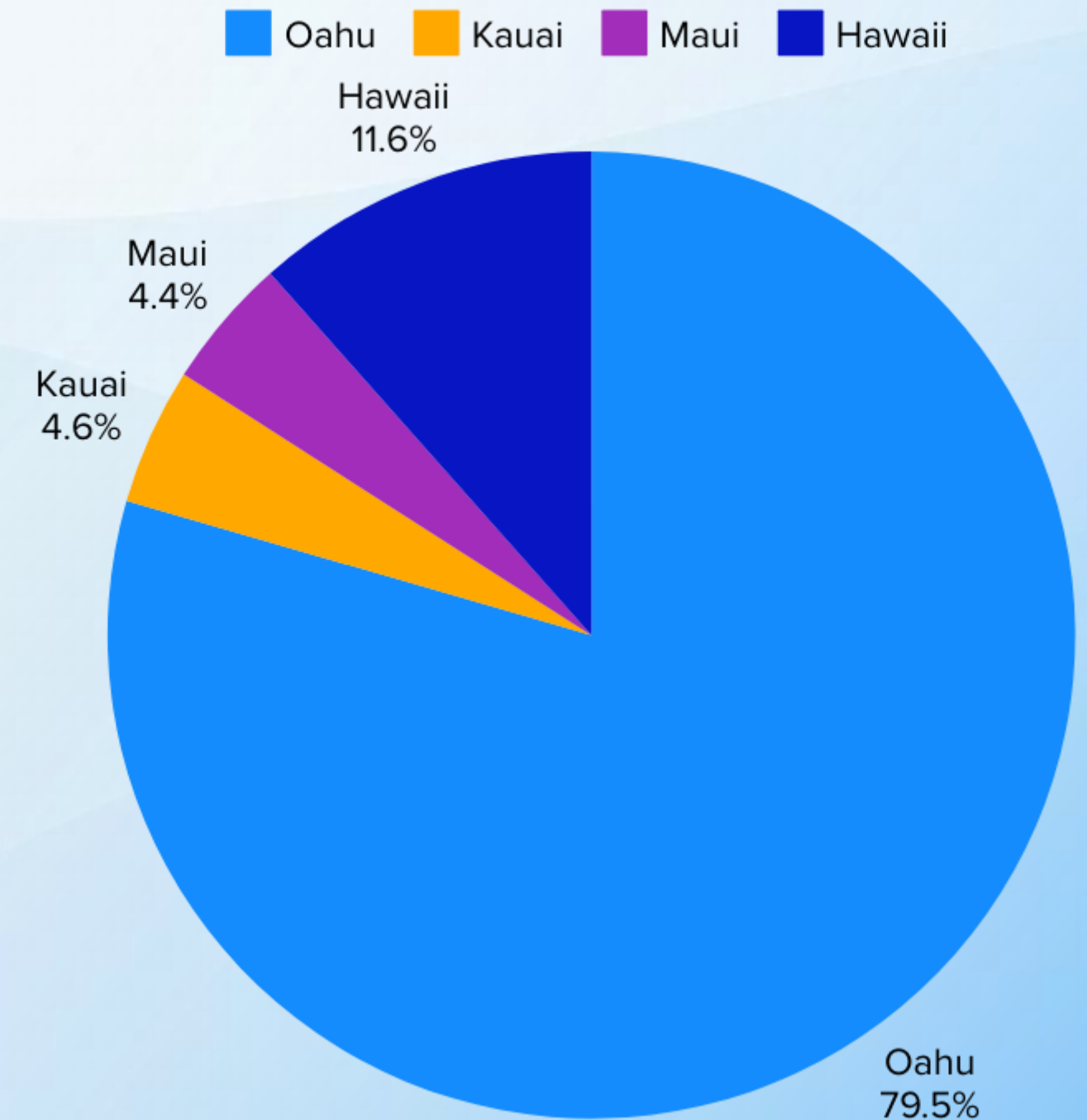
- During the time periods from March to June and October to December, there is a very high increase in revenue.
- Thus, an increased stress on marketing during these high tide periods will prove beneficial when it comes to revenue.



Net Revenue Breakdown

- The dashboard reveals a total net revenue of 51M for Oahu, emphasizing its importance as a key destination.
- Kauai, Maui and Hawaii constitute a total share of 20.6% of all the revenue generated, which signifies the need for balance of resources among them.

Sum of revenue by hotel



Purchased Spa visit Vs Rented Sports Equipment

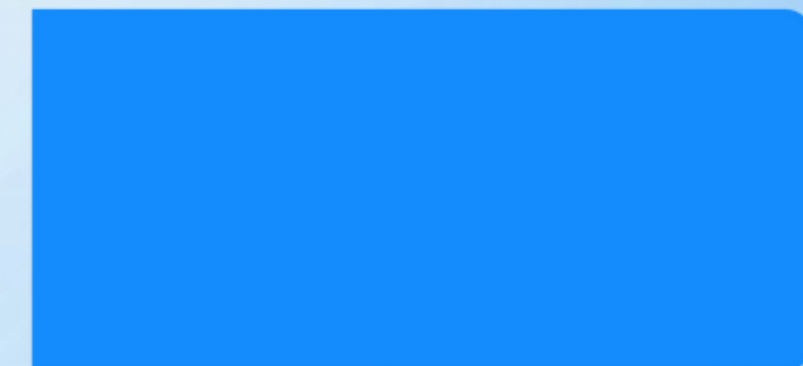
- Rented sports equipment accounts for 84% of additional services revenue, while 44% of customers purchased spa visits.
- Growth potential in developing new activities through finding and meeting needs of new segments.

Purchased
Spa visit



84%

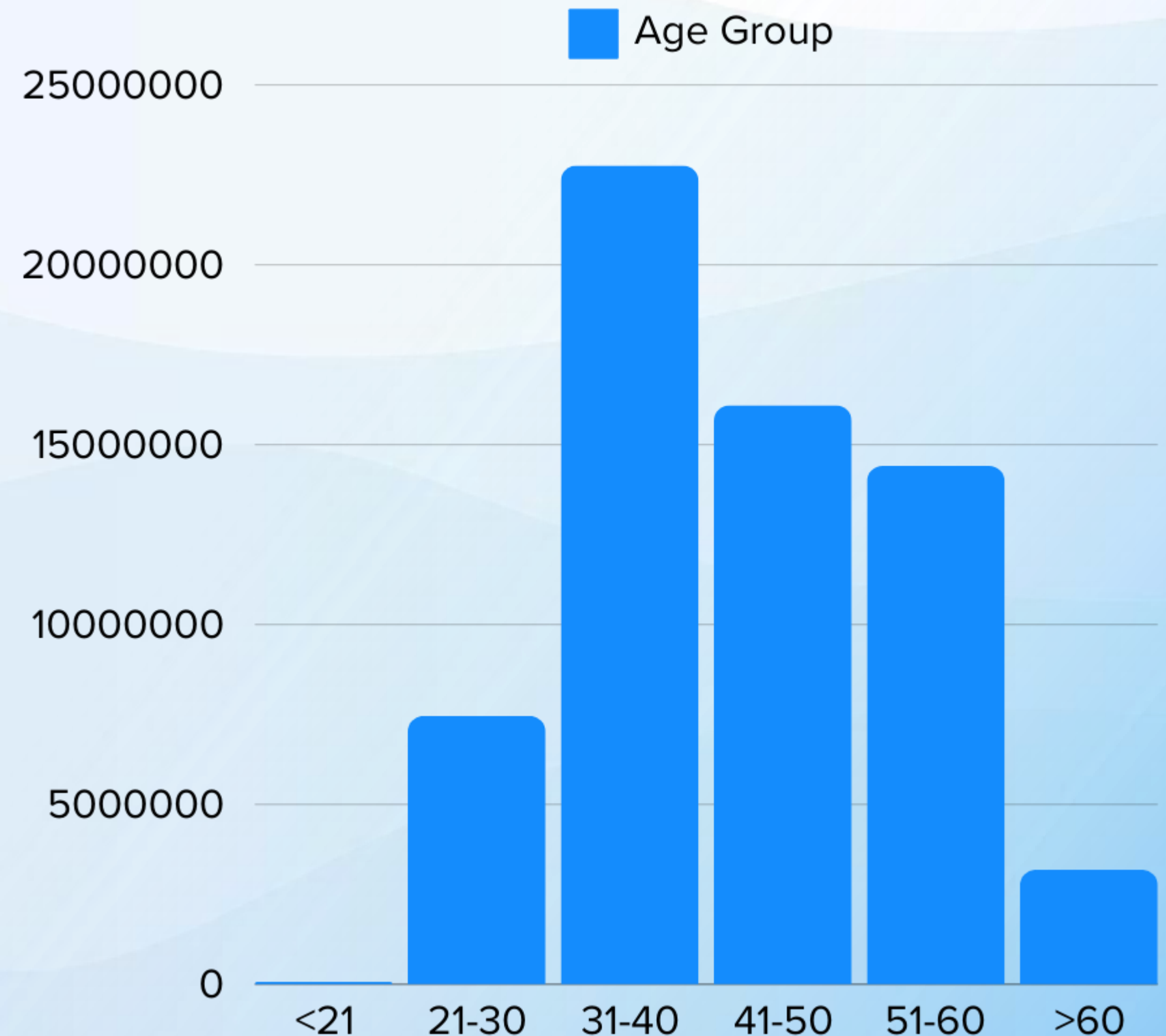
Rented Sports
equipment



44%

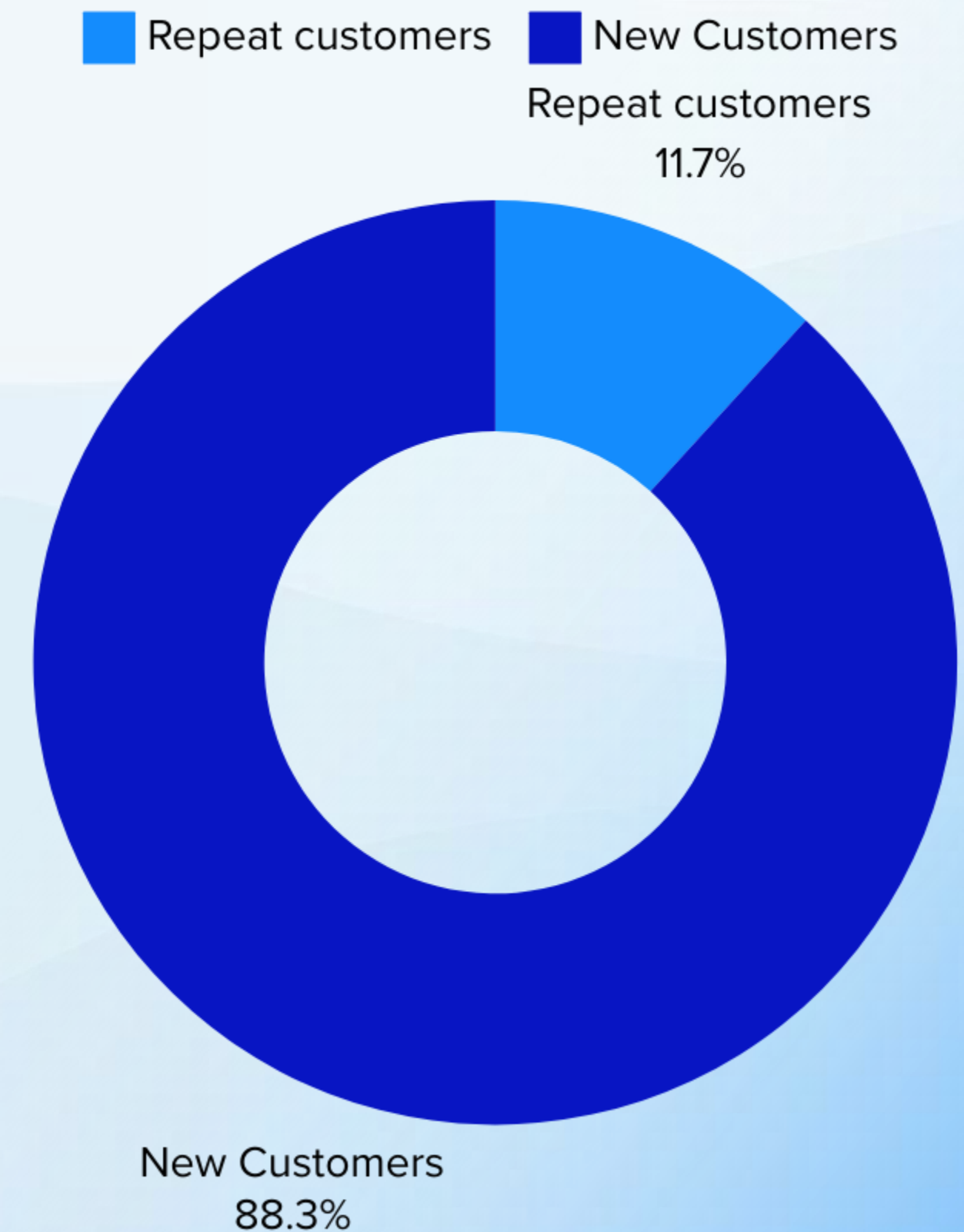
Demographic Insights

- Age groups 31-40 and 41-50 contribute the most to revenue, suggesting they are the core customer demographic.
- Customers aged above 60 represent smaller segments and there is potential growth through targeted marketing or specialized offerings.



Repeat vs. New Customers

- Repeat customers make only around 10% of the total customer base, there is growth potential through customer survey results.
- Market reach could be increased by developing marketing channels.
- There is a need to target customers after their first visit to these hotels through loyalty programs.



CONCLUSION

- The analysis reveals key strengths, strong revenue from sports equipment rentals and spa visits.
- Opportunities include attracting new segments , enhancing spa visit uptake, increasing new activities and packages to meet the customer needs and strengthening potential market areas.

44%

Purchased Spa Visit (%)

84%

Rented Sports Equipment (%)

Future Actions

- Focus on expanding through developing efficient web-based marketing channels and creating new activities and packages to attract interest.
- Explore specialized packages to attract age groups 60 and above.
- Marketing plans and promotions for customer segments and interests and market areas with potential growth.
- Enhance Data-Driven Decision Making: Utilize insights from the analysis to continuously monitor customer behavior and adapt marketing strategies in real-time.

