

Recommendations to increase the booking.

→ The routes with highest order are

Mumbai-Pune
Pune-Mumbai
Chennai-Bangalore
Bangalore-Chennai
Bangalore-Mysore

We can set geographic pricing here. We can set a bit higher prices as the demand is high. . Note: Considering competitors pricing is also necessary. The below mentioned routes are having least booking so we can reduce the price a bit to encourage customers to order.

Patiala-Chandigarh
Noida-Jaipur
Mahabalipuram-Chennai
Lucknow-New Delhi
Chennai-Tiruvannamalai
Tumakuru-Bangalore
Chennai-Coimbatore
Trichy-Chennai
Hubli-Bangalore
Durgapur-Kolkata
Gurgaon-Mathura
Kharagpur-Kolkata
Varanasi-Allahabad

→ The below mentioned routes

Varanasi-Allahabad
Siliguri-Darjeeling
Chennai-Coimbatore
Trichy-Chennai
Hubli-Bangalore
Durgapur-Kolkata
Mangalore-Udupi
New Delhi-Lucknow
Chennai-Kanchipuram
Lucknow-New Delhi
Gurgaon-Mathura

Mumbai-Goa
Chennai-Tiruvannamalai
Mumbai-Lonavala
Mumbai-Shirdi
Dehradun-Rishikesh
New Delhi-Nainital

The rate of orders in comparison to the rate of searches is less than 2%. That means customers are searching but less than 2% customers are ordering. Here we can apply penetration pricing that is we can reduce the prices slightly than the competitors to increase the booking. Once we make a stable position in market we can bring the price back to normal.

→ The average customer order is 23.3 . The below mentioned cities are having the approximately average bookings so we can do volume pricing for bulk booking or for 2 way or more than 1 booking customer should be provided with small discount so that it encourages customer to do more booking.

Mangalore-Coorg
Pune-Shirdi
Chennai-Tirupati
Bangalore-Mangalore
New Delhi-Jim Corbett National Park
Mumbai-Lonavala
Manali-Chandigarh
Pune-Kolhapur
Mumbai-Panchgani
Mathura-New Delhi
Chennai-Vellore
Mysore-Coorg
Ahmedabad-Rajkot

→ Sundays and Saturdays the orders are highest so we can use dynamic pricing here, there is demand more than supply we can increase the profit margin as the supply is less the customers will be booking even if prices go slightly high.

→ Mondays are having the third highest orders we can do time based price as Monday is a working day so there are chances of demand during particular hours of the day like between 8-10 am or 5-7 pm. So we can do time based pricing by increase ng the price a bit during these hours than the odd hours.

→ The execution of booking are highest in the below mentioned cities. So we can do loyalty pricing by providing discount or adjusting the prices to the customers who have booked with you before as well.

Mumbai-Pune
Pune-Mumbai
Bangalore-Chennai
Chennai-Bangalore

→ The above mentioned strategy will also help in reducing the cancellation as the cancellation rates are also high for these regions.

→ Adjust the pricing and doing anchor pricing for the below routes where searches and demand is high. Creating premium booking with higher price than standard booking which will make an impression of reasonable prices for the standard ones.

Mumbai-Pune
Pune-Mumbai
Bangalore-Mysore
New Delhi-Haridwar
New Delhi-Dehradun

It will increase booking and revenue.

→ We can also use odd pricing for example keeping price as 0.99 rather than 1 which can make an impression of better deal and attract customers more.