

Tracer Golf July 2024 Data Analysis

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1 Introduction

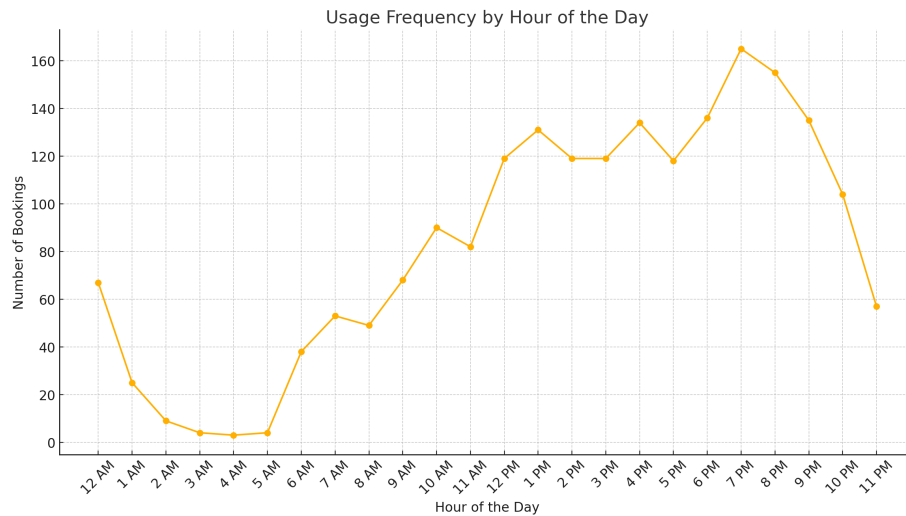
This report presents an in-depth analysis of Tracer Golf’s usage and revenue data for the month of July 2024. The primary objective of this analysis is to uncover patterns and trends within usage frequency and revenue generation, offering actionable insights that can help optimize efficiency and enhance the users experience. By examining various aspects such as usage frequency by hour and location, the number of bookings, and a detailed revenue distribution. I aim to provide a comprehensive overview that highlights key areas of performance and potential opportunities for growth.

2 Usage Frequency

The usage frequency analysis examines the peak usage times, providing insights into customer behavior and preferences. By understanding when customers are most likely to use Tracer Golf’s facilities, we can better allocate resources, optimize staffing schedules, and enhance overall customer satisfaction. This section is divided into three subsections: usage frequency by hour, usage frequency by location, and the number of bookings.

2.1 Usage Frequency by Hour

Tracer Golf is open 24 hours a day, allowing for a comprehensive analysis of usage patterns across all hours. The lowest usage hours are observed between 3 AM and 5 AM, which is expected as these hours are typically outside the regular hours for most customers. The peak usage hours occur in the evening between 6 PM and 9 PM. This peak can be attributed to customers visiting after their workday, and who are looking to unwind.

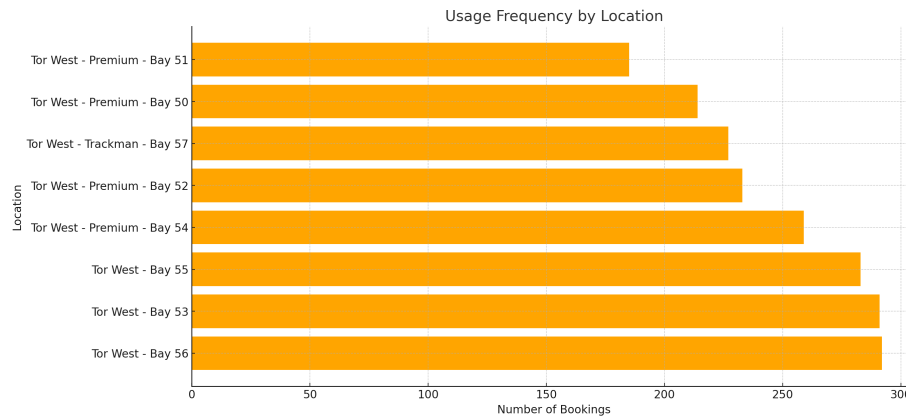


Key Observations:

- The low activity in the mornings might suggest that these hours would be optimal for conducting maintenance and other operational tasks that require minimal disruption.
- Understanding this pattern is crucial for ensuring that resources are available during the busy periods to maintain high service quality.

2.2 Usage Frequency by Location

Tracer Golf offers 8 different Golf Bays at this location, each varying in type and price. The most frequently used Golf Bays are the Regular Bays 53, 55, and 56. Understanding the popularity of different bay types can guide strategic decisions, such as potential price adjustments, promotional offers for less popular bays, or enhancements to the more frequently used bays to improve customer experience and retention.

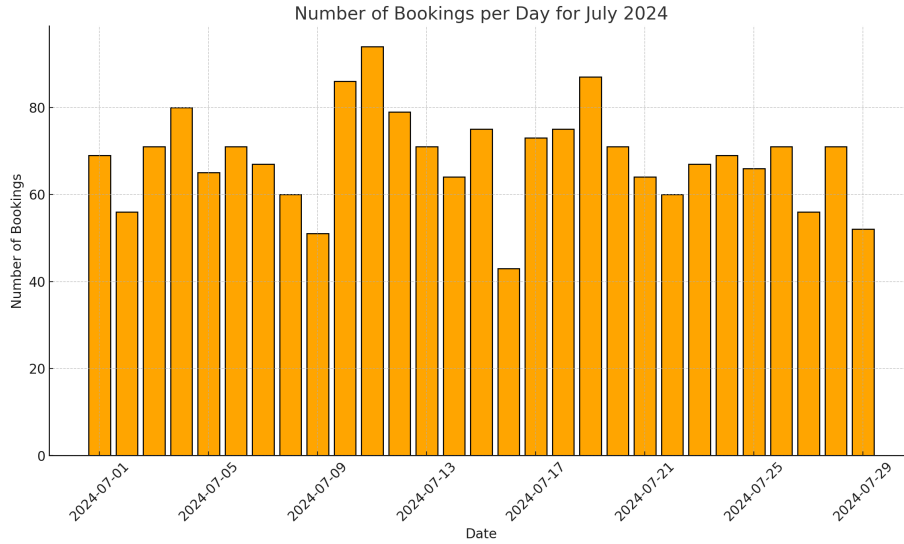


Key Observations:

- Regular Bays are the most booked due to their affordability, priced at \$15.82 per hour. This high usage indicates a strong demand for cost-effective options among customers.
- While Regular Bays are the most used, they are not necessarily the most profitable. The higher usage volume of these bays must be weighed against their lower hourly rate. A detailed revenue analysis (covered in the next section) will provide insights into how usage frequency correlates with overall profitability.

2.3 Number of Bookings

The total number of bookings for the month of July 2024 was 1,984. This subsection delves into the daily booking patterns, helping to understand the fluctuations and trends over the course of the month.



Key Observations:

- The number of bookings fluctuates throughout the month, but maintains a stable average of approximately 69 bookings per day.
- Achieving nearly 2,000 bookings in a month highlights the popularity and steady demand for Tracer Golf's services. This total is a strong indicator of the business's health and customer engagement levels.

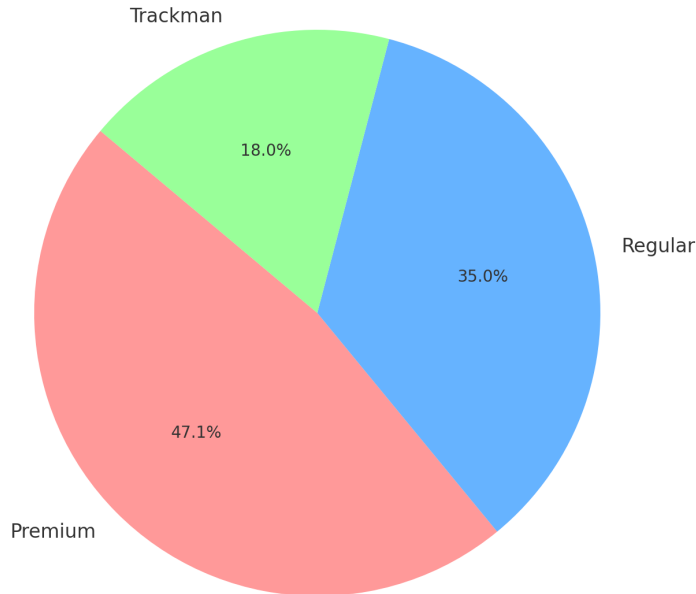
3 Detailed Revenue Analysis

This section provides a comprehensive analysis of the revenue data for Tracer Golf during the month of July 2024. By examining revenue distribution by bay type, daily revenue trends, revenue distribution by start hour, and cumulative revenue trends over the month, we aim to uncover key insights that can guide strategic decisions to enhance profitability and operational efficiency.

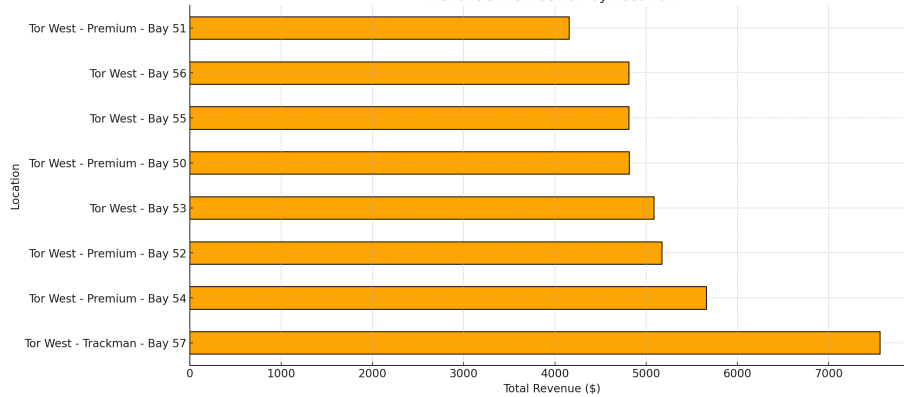
3.1 Revenue Distribution by Bay Type

In this subsection, we delve into the financial performance of each bay type offered by Tracer Golf. By analyzing the revenue generated by Premium, Regular, and Trackman Bays, we can gain insights into customer preferences and identify areas for strategic enhancement.

Revenue Distribution by Bay Type



Revenue Distribution by Location



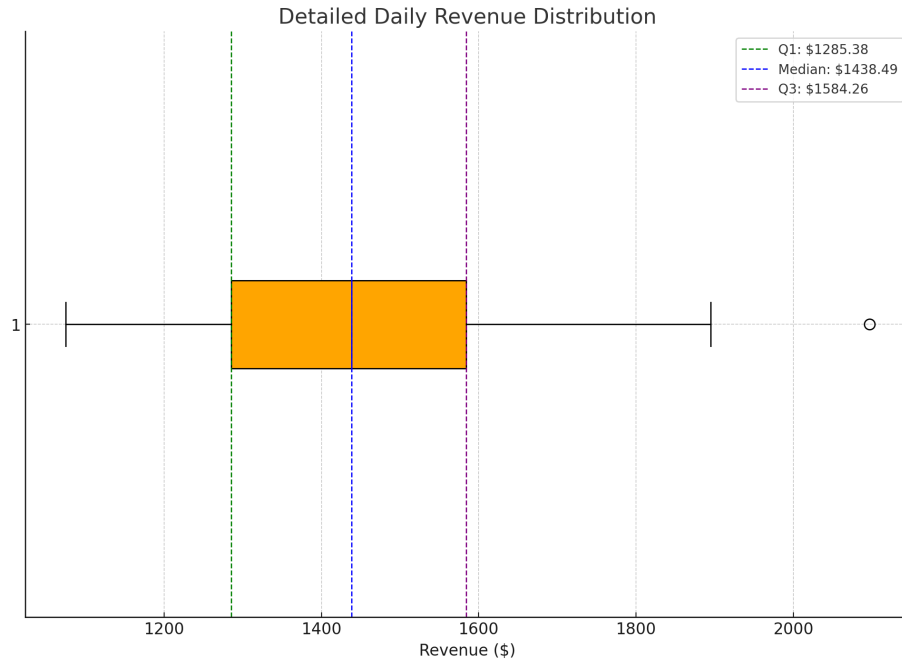
Key Observations:

- Premium Bays lead in revenue generation, accumulating a total of \$19,800.99 for the month. Their higher price point reflects the added value perceived by customers, who are willing to pay extra for enhanced features and services. This strong performance underscores the importance of maintaining and potentially expanding premium offerings.
- Regular Bays follow with a substantial revenue contribution of \$14,704.69 for the month. These bays appeal to a broader audience due to their affordability, ensuring consistent use and stable income. Their popularity suggests that they play a vital role in catering to price-sensitive customers.

- Trackman Bays, despite their advanced technological features, they generated the least revenue for the month at \$7,561.96. This indicates a niche appeal or it is potentially due to the higher cost.

3.2 Daily Revenue Distribution

In this subsection, we analyze the daily revenue distribution for Tracer Golf. This analysis helps to understand the variability and central tendency of daily revenue, providing insights into financial performance and stability.

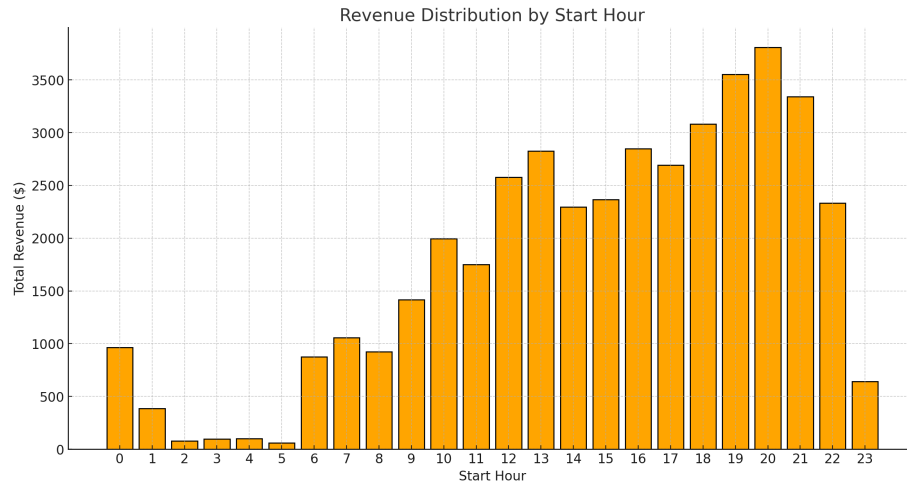


Key Observations:

- The average daily revenue for Tracer Golf is approximately \$1,438.49. This suggests a consistent revenue stream throughout the month.
- The first quartile (Q1) is \$1,285.38, and the third quartile (Q3) is \$1,584.26. This interquartile range (IQR) shows moderate variability around the median.

3.3 Revenue Distribution by Start Hour

Understanding how revenue varies throughout the day is crucial for optimizing operational efficiency and maximizing profitability. By analyzing the starting hour of each booking, we can identify key trends and patterns in customer behavior, allowing for more informed decision-making regarding staffing, pricing, and promotional strategies.

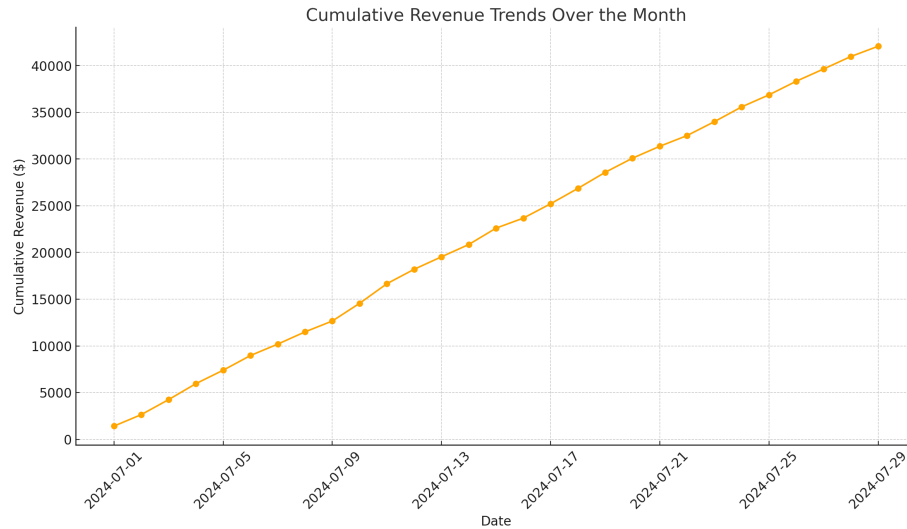


Key Observations:

- **Lowest Revenue Hours:** Early morning hours, particularly at 3 AM (\$95.49), 4 AM (\$100.01), and 5 AM (\$59.89). This aligns with lower customer activity during these times, making them the least profitable hours.
- **Highest Revenue Hours:** Evening hours prove to be the most lucrative, with peak revenues occurring at 7 PM (\$3,082.08), 8 PM (\$3,806.41), and 9 PM (\$3,553.85). This trend suggests that customers prefer visiting Tracer Golf after their daytime commitments, seeking relaxation and recreation in the evening.

3.4 Cumulative Revenue Trends Over the Month

The total revenue for Tracer Golf from July 1st to July 29th is approximately \$42,067.64. Tracking cumulative revenue trends over time provides valuable insights into the financial performance and growth trajectory of Tracer Golf.



Key Observations:

- **Consistent Growth:** The graph shows a consistent upward trend in cumulative revenue, with no significant drops or stagnation periods. This suggests that Tracer Golf has maintained a steady inflow of customers and bookings, contributing to continuous revenue growth.
- **Operational Efficiency:** The steady rise in cumulative revenue also indicates efficient operational management, ensuring that customer demand is met consistently.

4 Actionable Insights

Based on the comprehensive analysis of Tracer Golf’s usage and revenue data for July 2024, I propose the following actionable insights to enhance operational efficiency, customer satisfaction, and profitability:

- **Dynamic Pricing Strategy:** Offer discounts during off-peak hours to attract more customers and balance usage throughout the day.
- **Promotional Campaigns:** Develop targeted marketing campaigns to promote the advanced technology of Trackman Bays, highlighting their unique features to attract tech-savvy golfers and enthusiasts.
- **Memberships:** Introduce a membership programs that offer discounts or exclusive access during off-peak hours, encouraging frequent visits and building customer loyalty.
- **Facility Improvements:** Continuously enhance the features and amenities of Premium Bays to justify their higher price point and maintain their

appeal to high-value customers. Or consider minor upgrades to Regular Bays to improve their value proposition without significantly increasing costs.

- Special Events: Develop partnerships with local businesses for corporate events and team-building activities, providing a steady stream of group bookings and revenue.

5 Conclusion

The analysis of Tracer Golf's usage and revenue data for July 2024 has provided valuable insights into customer behavior, peak usage times, and revenue trends. By implementing the actionable insights outlined in this report, Tracer Golf can enhance its operational efficiency, attract more customers, and increase overall profitability. Continuous monitoring data-driven decision-making will be crucial in maintaining and building upon their current success, ensuring Tracer Golf remains a leader in the market and continues to provide exceptional experiences for its customers.